GOOD MORNING!

I'M HERE TO HELP YOU SELL

"DOCTOR X"

THE GREATEST MYSTERY THRILLER OF ALL TIME IN PERFECT TECHNICOLOR

with the year's most tremendous cast

LIONEL ATWILL
FAY WRAY
LEE TRACY

Preston Foster — John Wray

and 17 Other Dramatic Stars

MERCHANDISING PLAN
Presented by
FIRST NATIONAL PICTURES Inc

LOOK AT THIS

25 Diversified Ideas—Each a Practical Business-Getter, Planned for a Smash Campaign.

Lobby Display

The ads give you the angle around which you should build your photograph display. Either of the lighting effects outlined in the "Midnite Pre-view" stunt will add a novel and highly unique touch. In addition, rig up a number of odd mechanical contraptions, coils, motors, etc., which imitate the weird devices in the picture. Use blow-ups of the stills of the five doctors spotted around the mechanical display.

Outdoor Advertising

The specially created art work on the "Doctor X" accessories warrants additional stress on your outdoor advertising campaign. Every possible method of appealing to potential audiences has been embodied in the "Doctor X" paper. With that in mind, secure every possible stand in the vicinity for one, three and twenty-four sheet posting, using cut outs for special localities and available empty store windows.

Lobby Stunt

In keeping with the mystery atmosphere of your showing a unique idea would be to build an enclosed passageway leading directly from the outside box office into the orchestra. Build this passageway in the form of a tunnel by stringing a cloth of canvas across the desired area and have your artist paint the rough stone effect on it. The interior of the tunnel roof should have a gabled effect with two criss-crossed beams made of compo-board on each end painted to give appearance of old beams. Station an usher at the entrance with a lighted lantern to lead the patrons through to the orchestra. The remainder of the lobby should be decorated in the usual way with a lighting effect as outlined in the "Midnite Pre-view" stunt.

Classified Tie-up

Go after the classified ad manager on your paper to run a two-week advance name hunt. Give passes for the picture to the people who present the paper and identify themselves at your box office. Have their names mixed in with the classified ads, running the first name in one column and the second name in another column. Use half a dozen names a day. Have the newspaper give you free ad space on the picture, as well as publicity stories every day telling about the name hunt.

Colortone Effect

Make your screen presentation artistic and colorful with this atmospheric effect.

4x5—Colored positive only..$2.00
Set (positive and negative)... 3.00
3¼x4—Colored positive only 1.50
Set (positive and negative)... 2.25

Order by No. N270

NATIONAL STUDIOS, Inc.
226 West 56th St., New York

Be sure to specify size and send remittance with order to avoid parcel post and C.O.D. charges. Send for catalogue of Colortone Effects.

News Interviews

Have your paper interview your Chief of Police on the improvement science has made in crime detection. A number of inventions, such as mechanical lie detectors, have been put in use by police throughout the world. If a device of this nature has been used in the solution of local crimes get a statement from the Chief as to its worth. Tie in your showing by mentioning the fact that the latest form of scientific "lie detecting" is illustrated in "Doctor X."

Electric Devices

Several new "mechanical mysteries" have been displayed by electric companies recently. You should be able to get one or more of these through your local public utility company for lobby display as well as window space. Give the company credit and tie in your showing with copy to the effect that "Doctor X" is more mysterious than the device on display.

Man Hunt

Your paper will cooperate on this. Run a picture of a man together with a complete description of his attire, announcing that he will appear in certain sections of town between specified hours. To persons carrying copies of the cooperating paper and who, recognizing him, say, "You are 'Doctor X,'" he will give a pass to your showing. See that the schedule for his appearances is so arranged that a complete coverage of the important sections of town is made. If you have a large department store with which you prefer to cooperate, the same arrangements can prevail with descriptions of "Doctor X" and his picture included in their advertisements of the stunt.

Ballyhoo

Send a man through the busy sections of town wearing a white outfit such as is worn by surgeons and a half mask. He should carry a physician's bag. Have the title of the picture lettered on the bag from which are heralds or throwaways for distribution. A stethoscope around his neck would further establish the Doctor connection. A sign on his back with the following copy is suggested:

WHO IS THE MYSTERIOUS DOCTOR X???
Find out at the Strand

GRAND EXPLOITATION

Ticket-Selling Showmanship That Builds Up the Great Importance of "Doctor X."

Night Sky Flash

Get a high-powered lamp over the lens of which paste black paper with a large "X" cut out. Throw the light on nearby buildings, on your theatre and at the sky if the light is sufficiently powerful to show against the clouds. Use this in advance as a teaser, preferably a week in advance of any newspaper advertising or publicity which mentions "Doctor X." Then bring the light out again for the opening, flashing it in all directions and on all possible surfaces. If possible operate more than one of these lights, covering the whole town.

Suggestions for Lobby Frames

Stills in these frames are available at your exchange. Title and copy can be lifted from the ad section of this manual.

Special Prologues

In order to create the proper audience frame of mind for "Doctor X" stage any one of the three following brief introductions:

1. Darken the house completely except for the necessary exit lights. Put a man on the dark stage to introduce the picture. Have him hold a flashlight under his chin so only his head is in the light. Put a green transparent cover on the light to heighten the effect. Have the man introduce the picture with words to the effect that "Doctor X" will reveal to the audience things they couldn't imagine, things they have never seen, things that beggar description, all of which will give them an evening of unusual entertainment such as they have never before enjoyed. Use the same type of copy for the other introductions.
2. Darken house as in No. 1. Drop gauze curtain on stage, man behind the curtain seen in profile only. Throw green baby spot on man from behind curtain. Have him stand perfectly still and use copy suggested above.
3. Darken house as above. Dress man in black robes and weird make-up. Put a phosphorous mixture on the robes so it will outline the figure to the audience, being careful to have the chemical mixed by a druggist so it will not prove injurious. Have the man speak as above, the weird effect being heightened by the hazy half-lighted outlines of the figure on a dark stage.

Be sure to introduce the prologue you use with appropriate "mysterioso" music and effects. If possible, have your operator spin a color wheel very rapidly so that it will be dazzling on and off before the audience gets accustomed to it.

Teaser Campaign

town with sidewalk
the

WHO IS DOCTOR X?

daily
Arrange for
run about a week in advance
of your opening. The broadcast
should consist of an introduction
by police sirens, bells and whis-
tles, followed by the announce-
ment: DOCTOR X IS COMING.
On the day previous to opening,
run your full announcement along
the lines of the copy in the ads of
this manual, including, if possible,
a short transcription of one of the
high spots in the picture.

Distribute imitation calling cards with the following copy:

DOCTOR X

with a full bag of mystery-thrills, love and laughs, is in town for (playdates). He is making his headquarters at

THE . . . THEATRE

See DOCTOR X for the most extraordinary mystery-thriller ever made for the screen.

A SURE CURE FOR ALL BLUES

Office Hours:

12:30 P. M. to 10:00 P. M.

No appointment necessary

This card is *available from* EXPLOITATION PRINTERS
20 West 42nd Street
New York City
Complete with theatre imprint at
$3.50 per M
3.00 per M for 3M
2.50 per M for 5M

Full Moon Dates

The entire mystery of "Doctor X" revolves around the influence of the full moon. With this in mind, blow up various pages from almanacs which have the predictions for the full moon periods in the various months. If you play the picture at the time of the full moon, make capital of the fact by stressing the weird angle of the full moon in your ad and publicity copy, showing how certain people are not responsible for what they do under the influence of the moon's rays.

Aerial Displays

If possible, tie-up with an air transport company to fly a plane over the city with large banners reading "DOCTOR X" on sides and bottom of wings. You should be able to make this promotion by exchanging slide or trailer time on your screen for the use of the plane. If you get a plane, have the pilot drop teaser heralds.

In addition to plane display, try to secure a captive balloon to be anchored to the roof of your theatre with large "Doctor X" banners on the side. Connect your public address system with the balloon basket where you should have a man stationed to speak to the people in the streets. Have him use the same type of copy suggested in the "Special Prologues" and "Mystery Phone Call" stunt. Have the man laugh insanely from time to time to get across a definite weird and mysterious effect.

Mystery Phone Calls

Use the phone in your "Doctor X" exploitation, calling up as many people as possible every day before and during your showing. Have a man with a mysterious voice, corresponding to that of "The Shadow" on the radio, tell the people who answer the phone —"You have an appointment with 'Doctor X'—Do not slip up—He will be waiting—Remember because I do not forget—Ha! Ha! Ha! (dirty laugh)—The Phantom."

Letter to Doctors and Scientists

The following letter is intended for doctors and scientists:

Dear Dr. ——

As one medical man (scientist) to another, I feel certain you will find in my picture a brand of entertainment which will be particularly interesting to you, based as it is on scientific and medical happenings. You'll find plenty of comedy relief in the picture which is one of the most unusual pictures I have ever seen.

It's a real mystery. You'll enjoy it, I'm sure.

The four doctors appearing with me form a most interesting collection. You'll be interested in them and in our laboratory.

Sincerely,
"Doctor X"

Drug Store Tie-Ups

Tie-up with your drug stores on the "Pure Entertainment" ingredients of "Doctor X." Have them display various pharmaceuticals in their windows, with stills from the picture and a large card stating "You Can Get Pure Entertainment From 'Doctor X' At The Strand—Come To The Acme Drug Co. For Pure Drugs." Use stills of the doctors, the love scenes and the apparatus in "Doctor X" for the windows. Be sure that the window layout is neat and not just a jumble of bottles and boxes containing drugs.

MORE GRAND EXPLOITATION!

"Doctor X" Police Hunt

Here is a stunt worthy of extra effort because of the sure-fire results it will bring. It may require a bit of salesmanship on your part, but if you can put it over, it's a sure wow.

Here's the idea.

Get in touch with your police department and sell them the idea of advertising their great efficiency by showing how quickly they can track down a wanted man. Furnish the police with a complete description of a man called "Doctor X," together with a description of the automobile he will use and its license number. Start the man out from in front of the theatre and after giving him a 20 minute intervals giving you his to locate him. Arrange to have "Doctor X" phone you at 30 minute start, have the police try location. Post each report in front page publicity. Or if you lines of a newspaper bulletin, such as: "Doctor X" reported at 12:20 A. M. at Market and Walnut Streets, etc. *Police Hot on His Trail. This* stunt should get you front of your theatre along the wish to strengthen your newspaper tie-up, you can arrange to have "Doctor X" phone the newspaper each half hour. If the police department in your city has automobiles equipped with radios, you can have the newspaper phone headquarters or relay the information as to the whereabouts of "Doctor X," yourself.

For cities under 50,000 this same stunt can be worked with this change. Instead of sending "Doctor X" out in an automobile, have him walk around the city. "Doctor X," when caught, should be brought back to the theatre and photos taken of him and the [illegible] if possible, promote a prize from some merchant for the policeman making the capture. You might even stage a special matinee, the proceeds of which are to go to the police benevolent fund.

Midnite Pre-view

Arrange for a midnight preview on the eve of your opening day. As a bid for added notice stage it this way: With other houses in the neighborhood probably dark at the time of the showing, use dark green baby spots focused on the marquee and entrance instead of your regular marquee lighting. This will be particularly effective at midnight when stores and streets are dark. Douse all lights in the lobby, using dark drapes over the doors to keep outside light out. Ushers dressed in white linen suits as worn by internes, can escort patrons from the outside door of the lobby into the house. If a completely dark lobby is impractical have two baby spots with color wheels flash dark green and blue lights. This, in addition to creating a mystery atmosphere, is good for word-of-mouth publicity as well as newspaper mention.

IMPORTANT NOTE

Be sure to ask your patrons, via theatre front signs and the screen, *not* to reveal the exciting climax of "Doctor X" to their friends. Your copy should read: "Owing to the thrilling and unexpected climax of "Doctor X," the management respectfully requests its patrons not to reveal the solution of this greatest mystery of all time."

SPECIAL JIG SAW PUZZLE NOVELTY

DIRECTIONS

Cut out carefully with scissors the letters above spelling the name of Lionel Atwill. See if you can arrange them to form the head of this great actor, whose powerful role in "Doctor X" will remain with you always as one of the most unusual parts any actor was called upon to play.

H. MAYER, *Originator*—Idea Rights Protected.

Here is a novelty that you can be sure will be taken into the home, with a whole family working on it. Ingeniously designed in the form of a jig saw puzzle, it plugs the star, the picture and your theatre's showing. The object of the stunt is to arrange the letters to form the head of Lionel Atwill. It's interesting and will appeal equally to grown-ups and kids. The ways of distribution are unlimited. You can hand them out as giveaways, use them as special mailing pieces, conduct a contest for the nearest solution, etc. . . . Size over all, 6¼ by 9¼ on good stock. Price, including theatre name and imprint on back, $6.00 per M; $5.50 per M over 3M; $4.50 per M over 5M. Order direct from EXPLOITATION PRINTERS, 20 West 22nd Street, New York City.

Jewelers-Opticians

You will notice in "Doctor X" that microscopes play an important part as practical atmosphere in the laboratory scenes, also that some of the characters wear eyeglasses. Take these stills, or better, have your artist make up art posters for windows of jewelers and opticians. In each case it is easy to adjust copy so that the tie-up can be made mutually beneficial.

Horoscopes

"Doctor X" opens up a marvelous opportunity for you to tie-up with one of the town's leading astrologists. You might even plant one in your lobby and give the patrons an opportunity to learn what effect the moon has upon their lives. You'll be surprised at the results you will get because astrology is faithfully followed by millions throughout the world.

Patron Pledge

A neat stunt that will cause much comment would be to have your patrons sign a pledge as they leave the theatre agreeing not to reveal the climax of the picture. Copy should read along these lines:

"Because I realize that to reveal the climax of 'Doctor X' might detract from the enjoyment others will get from the picture, I promise to keep the name of the murderer a secret."

Flash Science Stunt

A flashy eye-getter, for either lobby or window display, can be arranged in this way: Fill large glass beakers, jugs, retorts or test tubes with lightly colored water. Deposit cakes of "dry ice" into the container. The resultant seething water and rapidly rising steam will form a great center around which, if used in a window, plant plenty of stills, catchlines and posters on "Doctor X."

NOVEL THROWAWAY

℞ Prescription Blank

For Patients Who Need Action

1 teaspoonful of THRILLS every minute; 1 dram of special SHOCK DROPS between THRILLS. Add MYSTERY powders and let dissolve slowly with high-tension SUSPENSE pills. Stir well with EXCITEMENT fluid until thermometer reaches AMAZING point. Administer until patient's breath comes in gasps and while he has CHILLS. Keep patient bundled in SPELLBINDING atmosphere until limp from awe. Follow each dose with tablespoonful of ROMANCE to sweeten prescription AND INJECT RIBTICKLING antidote if patient becomes BREATHLESS.

(Signed) DOCTOR X.
Consulting Room, Strand Theatre.

The novelty above, printed on regular prescription blank, will get a swell plug for your showing in a unique way. A co-operating druggist can take one side of the throwaway and share the expense.

Screening Schedule

Announce in your publicity and ads that patrons will not be seated during the final reel. Print the starting time of the feature in front of the house and in the ads if space permits.

BANNER

For marquee or lobby hanging. Size 20 x 30 inches. Printed in brilliant colors on durable canvas, *complete* with eyelets.

PRICE 50c EACH

Order direct from

METRO BANNER CO.
2 EAST 23rd STREET
NEW YORK, N. Y.

CASH WITH ORDER OR C.O.D.

TRAILER SLIDE

The trailer is a peach—by using a light green slide with it you'll make it doubly effective and definitely set up the picture as a mystery. Use the same colored slide on the title panels of the picture when you open.

IDEAL FOR ADVANCE LOBBY

THIS glorious reprint from Film Daily, was used by the New York Strand in the form of a 40 x 60 blow-up as an advance lobby display. Across the top of the display the Strand carried the words, "COMING 'DOCTOR X'." We suggest you handle it the same way.

THE Film DAILY

Wednesday, July 6, 1932

ALONG THE RIALTO

WITH PHIL M. DALY

NEW YORK — LOS ANGELES

● ● ● DON'T KNOW whether you have noticed it....., but Warner Brothers are just about setting the pace..... and have been for some time back.....on pictures with an ultra-modern touch.....that get away from the tiresome sophisticated angle.....depending solely on dynamic and sensational drama.....they are Modern stories.....designed to jolt folks out of their depression-complex.....and make their visit to the theater an Experience.....not just a place to kill a couple of hours for the lack of something better to do.....

* * * *

● ● ● WE THOUGHT they were setting a pretty fast pace .....with such pix as "The Crowd Roars," "Two Seconds," and "Winner Take All".....when it came to passing out a new type of Thrills.....done in the strictly modern manner..... but in "Doctor X".....their First National Special..... they have outdone themselves.....

* * * *

● ● ● HERE IS a production that is absolutely in a class by itself.....nothing like it has ever been seen on the screen .....and it is not a "freak".....a perfectly legitimate drama .....a murder mystery.....with an altogether new treatment.....a distinctive atmosphere all its own.....done without the usual hokum on which most murder mysteries are built up for the thrills and suspense on the screen.....that's what makes it so outstanding.....the thrills are the kind that make you sit forward in your seat.....clench your fists with your nails digging in your palms.....they follow logically in the plot development.....coming with dizzy regularity and speed.....mounting, mounting.....breath-taking..... hitting a crescendo at the end in a tremendously dramatic scene .....with a marvelous thrill-setting.....that has seldom been equalled.....certainly never surpassed.....and ALL, mind .....perfectly natural.....a logical development of the story.....

● ● ● A SERIES of bizarre murders has the police nonplussed.....all the evidence indicates they have been perpetrated by a maniac with medical skill.....the reputation of Doctor Xavier's surgical college is at stake.....as the crimes have all been done in the vicinity of his clinic.....so he asks for 48 hours grace.....to apprehend the murderer..... and save the good name of his establishment .....

* * * *

● ● ● THEN HE stages the series of murders .....handcuffs his staff to chairs as witnesses.....to record their pychological, pathological and mental reactions .....as the only way to discover the fiend in their midst.....boy, what a setting!.....and we defy anybody to name the criminal till the disclosure is made.....and all done in Technicolor..... who said color was dead?.....you ain't seen nothing yet ..... in Color.....till you lamp this one.....and it will knock you for a loop of rainbows.....such cunning, theatric use of color has never been seen before.....the color effects with the whirring dynamos.....chemical reactions.....leaping electric currents.....and combined with marvellous lighting .....the eye-appeal hooked up to a sensational, pulse-throbbing drama .....is just a Positive Treat.....and what a cast!.....Lionel Atwill, Fay Wray, Lee Tracy..... it hits the high spots in every department.....you can sue us if we steered you wrong .....it's a B. O. BABY!.....

SMASH NEW YORK FRONT PUTS OVER "DOCTOR X"

To get the bigness of the picture across to New Yorkers, the New York Strand Theatre carried the most elaborate displays of its existence for the showing of "Doctor X." The front, marquee and electric signboard were turned into a smashing display that shook even blase Broadwayites out of their usual calm. We are passing along descriptions of the displays for your benefit. You will undoubtedly be able to apply one or more of the ideas for your own showing of "Doctor X."

The biggest banner ever used on Broadway was hung on the theatre—three-fourths of a New York city block long and five stories high. A fifty-foot illustration of the four doctors in the picture and the shrouded figure of the hovering menace occupied the center of the banner with the only copy across the banner being "DOCTOR X." The color scheme of the illustration included black, greens, blues, dark reds and purples, which established the atmosphere of the picture. The illustration was based on still number DX 87.

The marquee was built up in three all-around colored strips several feet high. The lowest strip was black and illustrated by the reclining figure of a girl in negligee. The center strip was yellow and showed the backs of the four doctors, handcuffed to chairs to which electric wires were attached. The top strip was emerald green and carried a large black-shrouded menacing figure extending above the top of the strip and the marquee. It followed the same color scheme as the banner illustration.

In addition, a mechanical display was constructed on the marquee. It was 36 feet long, consisting of a turntable in three synchronized sections. There was a tableau showing the victims of the "Moon Killer," arranged on the turn-table, which caused the three sections of the tableau to revolve slowly in synchronization. When they had turned half way around the reverse side spelled out "DOCTOR X" in massive letters which were visible to all passersby.

Adapt these impressive ideas to "Doctor X" when it plays your theatre so you can give the public some idea of the picture's greatness.

M. P. Herald Expert Hails Great Box Office Possibilities of "DOCTOR X"

Trade reviewers who have had the good fortune to have seen a preview of "Doctor X," have been quick to sense the tremendous box office power possessed in this super-production.

By all means read every word of the following article, reprinted from the Motion Picture Herald. It contains advice of the most valuable nature.

(Reprinted from Motion Picture Herald)

"Write your own ticket on this one. Sell it with the right kind of showmanship and you have a picture whose box office grosses should parallel 'Frankenstein' and 'Dr. Jekyll and Mr. Hyde.' Made six or eight months ago, 'Doctor X' would be the picture that upset the entire industry. That's your best cue to its power and box office possibilities.

"It comes under the 'thriller' heading, all right, but mainly because of the expert work of Lee Tracy, as the never-say-quit reporter. It's almost a comedy. It will alternately chill your patrons until their nerves are tense and tumble them into the aisles with howling glee.

"The acting is great with every member of the cast jumping into the spirit of the picture and turning in a sterling performance. The picture is loaded with all kinds of smash selling angles. Promise your patrons a marvelous 'laugh thriller' and you ought to pack 'em in.

" 'Audience appeal' is great, for the reasons outlined above. The picture can be played in any theatre, anywhere, anytime—and the exhibitor who doesn't clean up with it will have no one to blame but himself.

"Make your selling appeal as vivid as you possibly can. Bring out the idea that they will laugh till they cry and that they will be thrilled as they never have been before. Emphasize the Technicolor. Don't go in for that foolish line of having nurses in attendance and don't advise anyone to stay away if he has a weak heart. If you can get hold of some fantastic scientific equipment, exhibit it in your lobby or foyer, and don't forget you can work out all kinds of gags on the mystery basis: who was the 'moon killer'?

● ● ●

Catchlines Capture the Imagination

If You Think You're Thrill-proof, See "Doctor X."

Four Weird Doctors Using a Beautiful Girl to Trap a Savage Killer.

It's the Fourth Dimension of Thrills!

It's So Sensational You Won't Believe Your Eyes!

See Man's Strangest Passion Pitilessly Bared.

The Greatest Thriller of Them All! Filmed in Gorgeous Color!

He Used His Daughter's Beauty for BAIT.

Never Has the Screen Dared to Reveal So Strange a Story.

It's the Miracle Film of 1932.

So Big It Took 22 Important Players to Bring It to the Screen.

Can You Take It? Better Prepare Yourself Before You See It!

She Bared Her Beauty on the Altar of Doom to Trap a Fiend.

Twelve Hollywood Directors Called It a Sensation.

It's the Mightiest Miracle in the Age of Miracles.

You'll Have to See It to Believe It.

NOTE TO EXHIBITOR

Plant this story only in the event that you use the Technicolor print of "Doctor X." It's a corking story especially written around the Technicolor.

Advance Saturday or Sunday Feature

"Doctor X," a Tribute to Head of Warner Studios

They set themselves a task out at the Warner Bros. studios when production and technical executives gathered to confer on a picture that would be really "something different." As a result Warner Bros. decided that "Doctor X," the story ultimately selected, was to be their bid for the most supreme mystery thriller ever filmed. Now "Doctor X" is on the way to the . . . . Theatre for a . . . . day engagement beginning . . . ., with Lionel Atwill, Fay Wray and Lee Tracy heading an all-star cast.

Jack Warner's orders were that "Doctor X" was to be utterly different from anything the screen has yet known. It had to be bigger and better than the biggest and the best. The plot had to be different from anything that had gone before—really different. The presentation had to be different—it had to be truly impressive.

All production executives, writers and directors were called into conference. The first suggestion adopted by the conference was to make "Doctor X" all in Technicolor. No other mystery thriller had ever been done in color before. Technicolor, it was felt, would heighten the mystery effects of the story.

Then the matter of cast was taken up. Players were needed of great dramatic ability—fine screen personality, and what was all important, they had to have the more exacting eye, hair and facial coloring required for the Technicolor cameras. Only exhaustive screen tests could select the cast.

As the players were called for tests, color, camera and cosmetic experts surveyed them from every angle: how they would screen in color; how best to apply make-up to the individual player; how individual complexions would harmonize.

The task was long and tedious. More were called than were chosen, but the care and judgment of the producers have been more than justified in the opinion of critics and fans in other cities who have thrilled to the spine-tingling mysteries of "Doctor X."

Testing for Cast

After the long series of tests had been completed and the experts had carefully checked and re-checked their findings, a conference was held to determine which player would fit both cast and technical requirements of the picture. The [illegible] player selected was Lionel Atwill. The title role of "Doctor X," director of the laboratory with which the notorious series of "moon murders" was linked. The experts [illegible] the beautiful Fay Wray, [illegible] all the feminine beauties tested for the heroine's role, was most ideally suited in every way. She accordingly became Joan Xavier, daughter of "Doctor X." Lee Tracy's experience and adaptability to color work then decided the experts in his favor. He was chosen to portray the reporter who stumbles on the mystery and its solution.

With the leading roles filled, supporting players and extras were chosen. The same care and consideration which characterized every department of production of "Doctor X" were exercised. They, too, were tested for the general and specific requirements of picture and role. As a result, the chief supporting roles are played by Robert Warwick, George Rosener, Preston Foster, Harry Beresford, John Wray and Arthur Edmund Carew, the latter four of whom portray doctors associated in "Doctor X's" clinical laboratory work.

Special Sets Tested

Sets had to be designed. Sets that would enhance the mystery effects—sets that would enable the Technicolor cameras to show them to the best advantage. The coloring of the sets had to be Technicolor tested.

[SUGGESTED FOR AD FOR FIRST PAGE]

Turn to Page . . . .

Starting TODAY, read

"DOCTOR X"

The Most Amazing Mystery Story of the Year . . . . **Based upon the sensational motion picture of the same name which opens at the . . . . Theatre next . . . . For the next 12 days, this great story of a "moon killer," who baffled the police, by killing by the light of the moon, will appear exclusively in *(Name of Paper)*.**

New developments and improvements in the Technicolor process had made cast and production requirements all the stricter. The color method used in this talkie production had been brought to such a high stage that it was necessary to test the players for the most subtle nuances of color. Every preparation of costume and set detail was made with special care to color harmonies of [illegible] players and background.

An additional task because of the color was to work out the shades which cast the [illegible] impressions, in order to heighten the mystery effect sought in "Doctor X." The [illegible] had to be brought out to enhance the thrills of this mystery, in order to make it utterly different from anything the screen has yet known.

Even Costumes Tested

Costumes had to be designed—costumes in colors that would be sure to photograph effectively, and at the same time in keeping with the natural complexions of the players. These too had to be Technicolor tested.

Finally, the picture was ready for shooting. Director Michael Curtiz, who had won the honor of directing this super-production, actually lived with "Doctor X" from the first shot to the final fade-out. The cast, stage crew, electricians and all other technicians employed on the set took especial pride in the fact that they were working on the sensation of the year.

At last the picture was completed. Jack Warner's orders for a picture utterly different from anything that ever came out of Hollywood had been carried out to the letter. Advance reports from Hollywood, where the picture has been previewed, and from New York, bear eloquent proof of how well Jack Warner's orders had been obeyed.

[SUGGESTED TEASER AD]

WHO

IS THE "MOON KILLER"?

SIX VICTIMS . . . all showing the handiwork of the same ruthless fiend that kills by the light of the full moon . . . and still no clue to the killer.

WATCH for Tomorrow's **(Name of Paper)** **for further details of the most sensational mystery in years**

FREE SERIALIZATION ON PAGES 19-21-23

NOTE TO EXHIBITORS: Here are four type ads, with which the newspaper that takes the serialization of "Doctor X," can announce the story to its readers.

Should the newspaper desire to use scene cuts with the story, we suggest the following stills:

Chapter No. 1—Still No.	3	Chapter No. 7—Still No.	53
2— " "	12	8— " "	54
3— " "	25	9— " "	55
4— " "	30	10— " "	72
5— " "	36	11— " "	214
6— " "	45	12— " "	77

There are no mats available for the serialization.

[SUGGESTED ADVANCE AD]

STARTING TOMORROW

"DOCTOR X"

The Most Mystifying Mystery in Years. Based upon the sensational motion picture of the same name, which opens at the . . . . Theatre . . . .

It is the story of a fiend incarnate who roams the city killing men and women only by the light of the full moon. It concerns a noted "Doctor X," who uses his own beautiful daughter as bait to catch the killer after all police efforts have failed. *This story will grip you—will have you eagerly looking forward to tomorrow's*

(NAME OF PAPER)

for next instalment

"DOCTOR X" will be published exclusively in (NAME OF PAPER) . . . . . in 12 instalments

WATCH FOR IT!

[SUGGESTED ADVANCE AD]

A Treat for Our Readers

"DOCTOR X"

A NEW GRIPPING MYSTERY STORY

Based upon the Sensational Motion Picture of the same name which opens . . . . at the . . . . Theatre

WATCH FOR THE FIRST CHAPTER OF THIS FASCINATING STORY WHICH WILL BE PUBLISHED EXCLUSIVELY IN (Name of Paper)

Starting . . . .

27 HOLLYWOOD STARS GOT THE THRILL OF THEIR LIVES!

. . . invited to a secret preview, they waited to see "just another picture," but from the very first scene they sat spell-bound . . . amazed! They knew that here at last was the DIFFERENT picture filmdom demanded — the FOURTH DIMENSION OF SCREEN THRILLS!

Friday night will be your first chance to see the opening of a new film era. See why Hollywood applauds! Share the thrills of the screen's "greats"! See the PICTURE OF TOMORROW . . .

DOCTOR X

With a cast of Hollywood's finest players including
Lionel Atwill
Lee Tracy *and*
Fay Wray

YOU'LL NEVER FORGET IT AS LONG AS YOU LIVE!

STRAND

First performance Friday at 8:30 P. M. Continuous thereafter. No advance in prices. A First National Picture.

3 Days Before Opening

Cut No. 27 Cut 60c Mat 15c

LOOK AT THIS KNOCKOUT ADVERTISING CAMPAIGN!

For those who think they have seen EVERYTHING!

. . . we respectfully urge that you be on hand at the Strand Theatre, Friday night at 8:30 P.M. sharp. At that time Warner Bros., pioneers of talking pictures, will present their newest screen miracle. We guarantee that you have never seen anything like it!

Insiders are already whispering--soon the world will applaud

DOCTOR X

OPENS TOMORROW

No advance in prices. Continuous performance after the premiere.

STRAND

A First National Picture with a super cast of 22 favorites. All in gorgeous color!

Day Before Opening

Cut No. 19 Cut 40c Mat 10c

LET'S GO SHOWMAN

HERE'S WHAT YOU HAVE TO SELL!

Smash Technicolor Hit with Powerful Selling Angles . . . . . .

¶ "DOCTOR X" is so utterly different from any other picture of its type—is so vast in conception and so outstanding in its execution, that it can, without exaggeration, be sold as the most extraordinary mystery picture ever made.

¶ Do NOT base your appeal on any one angle, but on the picture as a whole. Sell its importance—its bigness—its novelty—its combination of mystery-thrills, love and comedy—its splendid technicolor effect.

¶ AVOID any suggestion of horror or shock.

¶ Put in a strong plug for the cast, which is composed of the finest dramatic players ever gathered together in one cast. Lee Tracy, Lionel Atwill, Fay Wray, Preston Foster and Robert Warwick are worth prominent billing.

¶ The picture contains more laughs and more romance than any mystery thriller ever made. It is important to get this over in your promotion.

The Story

Lee, a reporter, learns the police commissioner, his chief assistant, the sheriff and the famous Dr. X are secretly examining the body of a murdered woman. He immediately connects it with one of the "moon killings" in which the slayer kills only during full moon.

The reporter gains entrance to the morgue by pulling a sheet over himself and being carried in with other bodies.

Because the murders have all been committed in the vicinity of the medical college, suspicion centers on someone connected with the school. Doctor X fears the publicity and points out he is more likely to discover the murderer working alone. He invites the doctors to his home on the coast of Long Island where he has a vast laboratory. Lee, discovering where they have gone, creeps into the house and hides in a closet. The doctor has Otto, his butler, and Mamie, the maid, reenact the moon murders in the presence of the scientists.

Someone injects a noxious gas into the closet in which Lee is hiding and he is rendered unconscious. After the experiments, there is a sudden commotion. The lights are turned up and Dr. Rowitz is found dead, stabbed through the base of the brain. Dr. Duke, a paralytic, is seen to be on his feet for the first time. Lee is dragged out of the closet but kept a prisoner in the house. The next morning Lee, who has fallen in love with Joan, Dr. X's daughter, goes to the beach in her custody, where she explains her father's strange actions.

That night the experiments are repeated. This time the doctors are handcuffed to their chairs and the chairs fastened to the floor. Otto again represents the killer, with Joan taking the place of the victim, Mamie having been overcome with terror. Lee is thought to be locked in his room.

When the figure supposed to be that of Otto, reaches for Joan's throat, she realizes it is the killer himself and screams in terror. The doctors are helpless. Lee, however, rushes in and grapples with the fiend. He is hurled to the floor and the slayer runs. Lee picks up a lamp and throws it at the fleeing monster. The lamp strikes him in the back and explodes. The flaming figure leaps out of the window and falls over the cliff, on which the house is built, to the rocks below. The reporter frees the handcuffed doctors and takes the hysterical Joan in his arms.

The Players

Doctor Xavier, head of research laboratory	Lionel Atwill
Lee, a newspaper reporter	Lee Tracy
Joan, Dr. X's daughter	Fay Wray
Dr. Wells, Dr. Rowitz, Dr. Haines, Dr. Duke — research scientists employed by Dr. X	Preston Foster, Arthur Edmund Carewe, John Wray, Harry Beresford
Otto, Dr. X's brother	George Rosener
Mamie, Dr. X's housekeeper	Leila Bennett
Stevens, police commissioner	Robert Warwick
O'Halloran, Stevens' assistant	Willard Robertson
Editor	Thomas Jackson
Policeman	Harry Holman
The Sheriff	Tom Dugan
The Madame	Mae Busch

Running Time 77 Minutes
Length . . . . 7048 feet

Players' Records

LIONEL ATWILL . . . Stage actor and well known director of stage plays. Has appeared on the screen in "The Silent Witness and "Doctor X."

LEE TRACY . . . "Big Time," "Liliom," "Born Reckless," "She Got What She Wanted," "The Strange Love Of Molly Louvain," "Love Is A Racket," "Blessed Event" and "Doctor X."

FAY WRAY . . . "Legion Of The Condemned," "Dirigible," "The Finger Points" and "Doctor X."

PRESTON FOSTER . . . "Two Seconds," "Life Begins" and "Doctor X."

ARTHUR EDMUND CAREWE . . . "The Matrimonial Bed," "God's Gift to Women." Now appearing in the Warner Bros. picture, "Doctor X."

JOHN WRAY . . . "New York Nights," "All Quiet On The Western Front," "Silence," "Czar Of Broadway," "Safe In Hell," "The Woman From Monte Carlo," "High Pressure," "The Mouthpiece," "The Miracle Man," "Two Seconds" and "Doctor X."

LEILA BENNETT . . . "Taxi," "The Night Flower," "Tiger Shark" and "Doctor X."

ROBERT WARWICK . . . "The Woman From Monte Carlo," "So Big," "The Dark Horse" and "Doctor X."

MICHAEL CURTIZ (Director) . . . Famous European and American director. American successes include "Alias The Doctor," "The Strange Love Of Molly Louvain" and "Doctor X."

Official Billing

First National Pictures, Inc. presents	25%
"DOCTOR X"	100%
with	
Lionel Atwill—Fay Wray	75%
Lee Tracy	75%
Preston Foster—John Wray	5%
Directed by Michael Curtiz	20%
A First National and Vitaphone Picture	40%

Production Staff

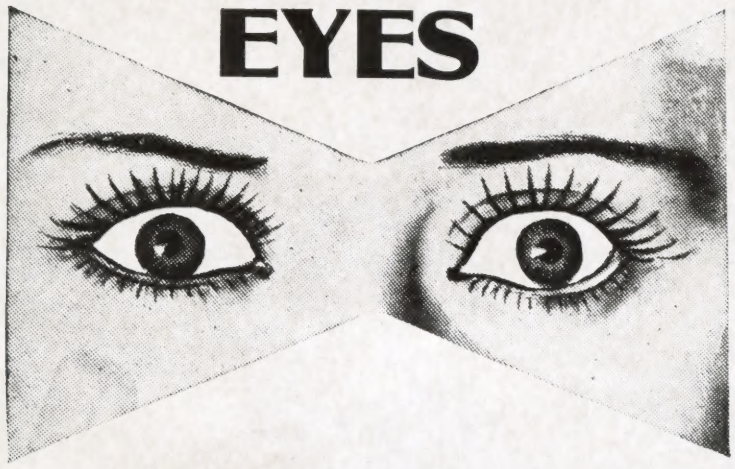
Play by	Howard W. Comstock, Allen C. Miller
Adaptation and Dialogue	Robert Tasker, Earl Baldwin
	Michael Curtiz
Director	
Mask Effects	Max Factor Company
Photography	Ray Ranahan, Richard Towers
Art Director	Anton Grot

• • •

With these 4 ads, as a complete four-day campaign, you can be the leader on the advertising pages. Use the ads in the order indicated, starting the first three days before your opening.

• • •

YOU WON'T BELIEVE YOUR EYES



Five years ago when Warner Bros. first gave the world talking pictures, you couldn't believe your ears! Tonight, when these same pioneers bring forth their latest and greatest innovation, you won't believe your eyes!

It's the FOURTH DIMENSION OF SCREEN THRILLS! Entirely different from anything you've even seen . . . a cinematic miracle that defies description

YOU'LL HAVE TO SEE IT TO BELIEVE IT!

DOCTOR X

ALL IN COLOR! A First National Thrill Hit with 22 Favorite Players in the cast.

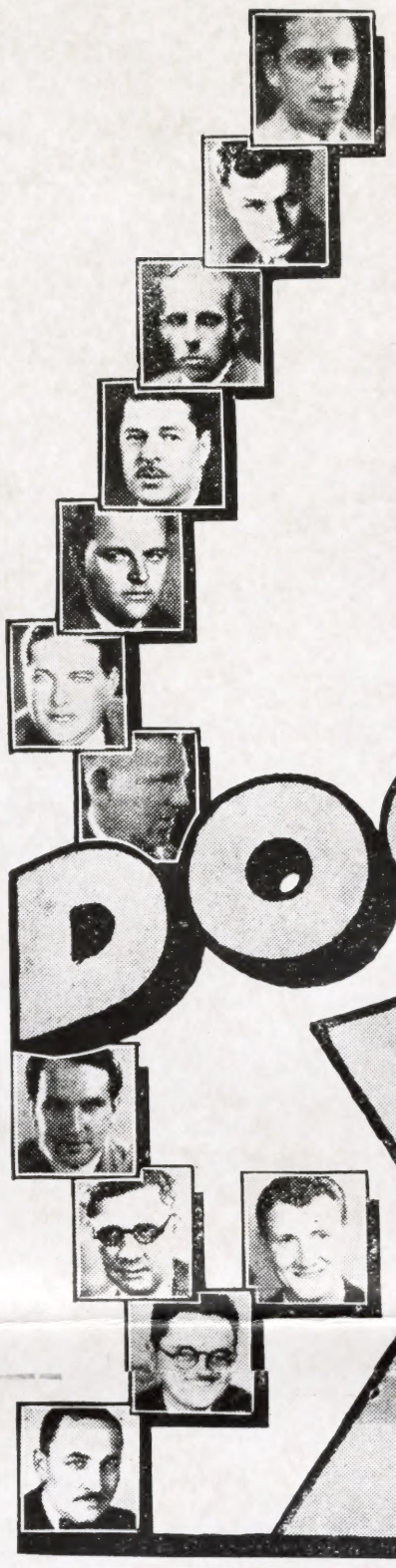
Premiere Tonite 8:30
Continuous Thereafter

STRAND

Opening Day

Cut No. 33 Cut 40c Mat 10c

12 HOLLYWOOD DIRECTORS CALLED IT A SENSATION



. . . the men who hold the fates of filmdom's mightiest stars in their hands actually cheered this film! They hailed it as the greatest innovation since the birth of talking pictures —an electrifying answer to the public demand for SOMETHING NEW!

If you think you're thrill-proof, be on hand Friday night when Syracuse joins Hollywood in applauding the miracle film of 1932 . . .

DOCTOR X

STARTS FRIDAY

STRAND

First performance 8:30 P.M.
Continuous thereafter.

ALL IN COLOR!

A First National Hit Directed by Michael Curtiz

Two Days Before Opening

Cut No. 25 Cut 60c Mat 15c

You have at your command a most comprehensive, cumulative ad campaign. Thirty ads that smack across the bigness of the picture!

SHE WAS AT THE MERCY OF A FIEND! . . .

. . . four weird doctors using a beautiful girl to trap a savage killer!
SEE IT AND SHIVER!

"DOCTOR X"

GREATEST MYSTERY THRILLER OF THEM ALL!

Filmed entirely in color. A First National Thrill Hit with a Super-cast of 22 favorites!

Enthusiastically endorsed as the outstanding picture of the year.

STRAND

Cut No. 15 Cut 40c Cat 10c.

LAST DAY!

DOCTOR X

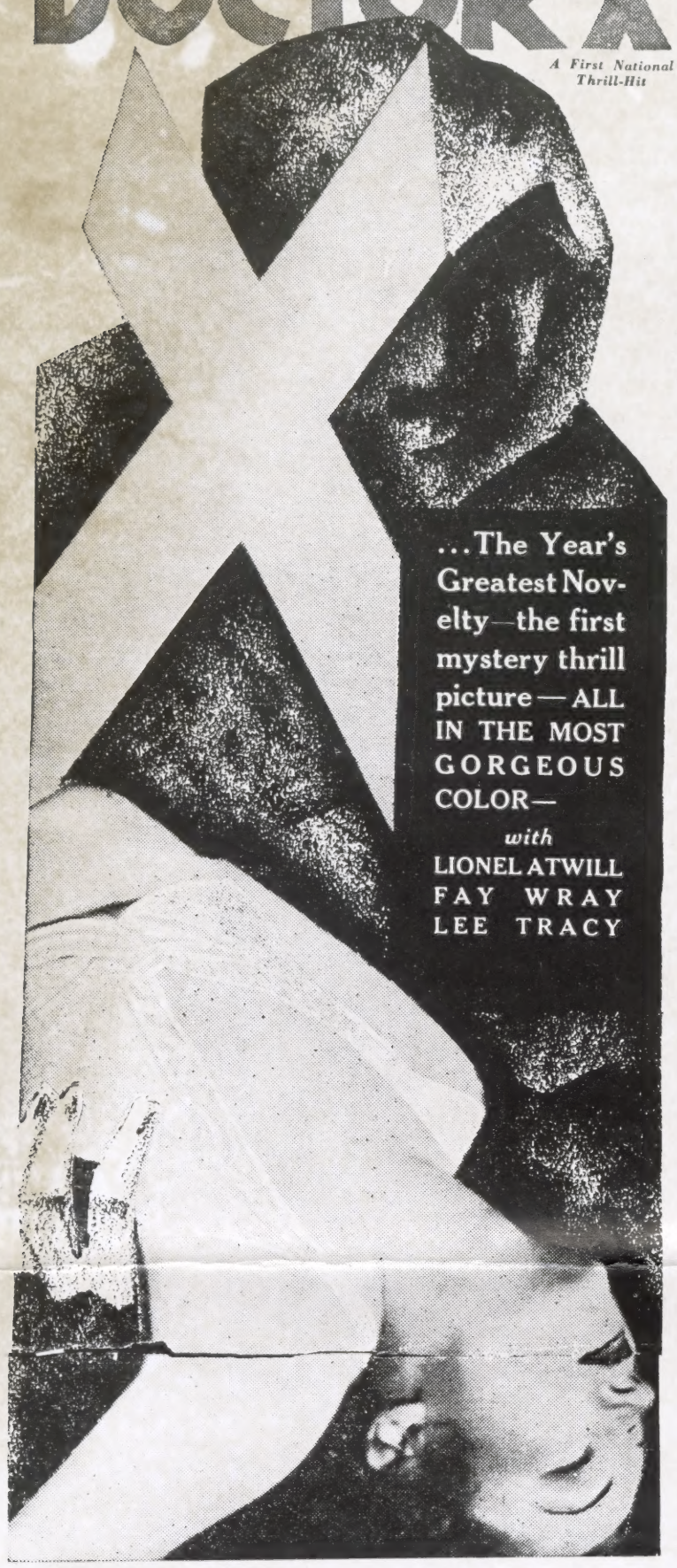
COLISEUM

DOORS OPEN 10 A.M.

Cut No. 24 Cut 40c Mat 10c

DOCTOR X

A First National Thrill-Hit


...The Year's Greatest Novelty—the first mystery thrill picture—ALL IN THE MOST GORGEOUS COLOR—
with
LIONEL ATWILL
FAY WRAY
LEE TRACY

Cut No. 18 Cut 40c Mat 10c

Guaranteed

to be the greatest mystery thriller of all time! Made definitely to top all others! Different—dazzling—sensationally unusual! If you've been looking tor something NEW in entertainment, dont miss...

TECHNICOLOR
"DOCTOR X"
LIONEL ATWILL
FAY WRAY
LEE TRACY
...Love braves a dreaded fate in a world of unbelievable adventures in this world-acclaimed First National Hit!

STRAND 35c UNTIL NOON

No one seated during last reel!

Cut No. 12 Cut 40c Mat 10c

SPEND TONITE IN ANOTHER WORLD!

Take off on a non-stop flight of fancy... Visit realms of mystic romance with lovers fascinatingly different from any you've ever known... Enjoy adventures weirder than your wildest dreams! You'll forget you're sitting in a picture theatre as you watch --- TECHNICOLOR

"DOCTOR X"

The Picture of Tomorrow!

With A Cast That Alone Would Be Worth the Price of Admission!

LIONEL ATWILL
FAY WRAY • LEE TRACY
JOHN WRAY PRESTON FOSTER
AND 17 OTHERS

First National Sets a New Style in Thrills!

MASTBAUM

Cut No. 2 Cut 60c Mat 15c

STRAND

DOCTOR X

LAST DAY!

Cut No. 26 Cut 20c Mat 5c

THE STRANGEST STORY EVER TOLD!

LAST DAY! REXY LAST DAY!

Cut No. 29 Cut 40c Mat 10c

TONITE!

DOCTOR X

A FIRST NATIONAL HIT!

REXY

Cut No. 23 Cut 20c Mat 5c

TONITE--ANOTHER MOON-VICTIM WILL DISAPPEAR!

Who Will It Be?

YOU'LL NEVER FORGET IT AS LONG AS YOU LIVE!

Prepare for the greatest mystery thriller of all time! The secret story of a fiend who kills by the light of the moon...terrorizing a great city... preying on helpless women!

It's the fourth dimension of screen thrills! New! Startling! Daring!

"DOCTOR X"

FILMED IN WEIRD AND GORGEOUS COLOR!

with 22 important players in the cast, including Lionel Atwill, Fay Wray, Lee Tracy.

First National's Mystery Sensation!

ONE WEEK BEGINNING SATURDAY

ORPHEUM

Cut No. 4 Cut 60c Mat 15c

Greatest Thriller of Them All! Filmed in Gorgeous Color!

He Used Her Beauty For BAIT!

....And turned her dream of Love into a nightmare of terror!

First National pictures the strangest passion man has ever known in----

"DOCTOR X"

with this tremendous cast

LIONEL ATWILL

FAY WRAY

LEE TRACY

Preston Foster
John Wray
And 17 others

Directed by MICHAEL CURITZ

STRAND

Cut No. 3 Cut 40c Mat 10c

1932's MIRACLE FILM!

DOCTOR X

Weird! Wonderful! You'll never forget it as long as you live! A First National Hit!

NOW PLAYING

STRAND

Cut No. 28 Cut 20c Mat 5c

THE GRANDEST ADVERTIS

DOCTOR X
He reaches out of darkness to doom human hopes!
The strangest phenomenon of a mysterious cult—
The most amazing picture of the century!
ALL IN GORGEOUS COLOR.
with
LIONEL ATWILL
FAY WRAY
LEE TRACY
A First National Hit!

Cut No. 21 Cut 60c Mat 15c

THE 4th DIMENSION OF THRILLS!

Never has the screen revealed anything like it! THE PICTURE OF TOMORROW ... so weird, so strange that you won't believe your eyes! TECHNICOLOR
"DOCTOR X"
OPENS FRIDAY
REXY
GREATEST MYSTERY THRILLER OF ALL TIME!
All in color! A First National Thrill-Hit with a super-cast of 22 favorites!

Cut No. 14 Cut 40c Mat 10c

Cut No. 17 Cut 40c Mat 10c

DO YOU DARE MEET HIM FACE TO FACE?

DOCTOR X
The picture that has Columbus shivering in its boots! Weird! Wonderful! ALL IN COLOR! With a super-cast of 22 favorites. A First Nat'l Hit
NOW PLAYING
ORPHEUM

Cut No. 31 Cut 40c Mat 10c

Cut No. 16 Cut 20c Mat 5c

Cut No. 34 Cut 20c Mat 5c

NG MATERIAL POSSIBLE!

WARNER THEATRE

DOCTOR
Thursday Nite the terrible truth Explodes!
Never—Never in *Your* life such devastating thrills!
A First National Thrill Hit!
TECHNICOLOR

Cut No. 1 Cut 40c Mat 10c

X MARKS THE SPOT

where You'll Find The Most Exciting Screen Entertainment in Town!

BECAUSE OF THE UNUSUAL NATURE OF THE CLIMAX NO ONE WILL BE SEATED DURING THE FINAL REEL!

STRAND
See it now!

Guaranteed to out-thrill the screens past masterpieces! Different! Dazzling! Sensationally unusual! It's the **"SOMETHING NEW"** in entertainment that you've been waiting years to see! First National's world acclaimed hit....

DOCTOR X

ALL IN COLOR!
With This Tremendous Cast
LIONEL ATWILL
FAY WRAY
LEE TRACY
JOHN WRAY
AND 18 OTHERS

Cut No. 20 Cut 60c Mat 15c

2 TEASER CAMPAIGNS

You have your choice of either of these 2 intriguing teaser campaigns. Spot them throughout the newspaper pages.

"Dead men tell no tales!"
—DOCTOR X

"Escape is hopeless —you are doomed!"
—DOCTOR X

"I will be here Friday."
—DOCTOR X

"I strike without warning—beware!"
—DOCTOR X

"Women are at my mercy!"
—DOCTOR X

"The lives of all *depend on me!"*
—DOCTOR X

"Obey my instructions or pay the penalty!"
—DOCTOR X

Every Bald-Headed Man Should See

"DOCTOR X"

It's Hair-Raising!

Cut No. 22 Cut 20c Mat 5c

If Your Wife Is Too Talkative

(CUT NO. 22)

Will Strike Her Dumb!

Improve Your Memory By Seeing—

(CUT NO. 22)

You'll Never Forget It!

If You're Feeling Hot—

(CUT NO. 22)

Will Make Your Blood Run Cold!

If You Have Fallen Arches, See

(CUT NO. 22)

You'll Be Swept Off Your Feet!

A FIRST NATIONAL HIT

4 WEIRD DOCTORS AND A HELPLESS GIRL—
And among them a savage whose victims disappeared in the night!
IT WILL SHAKE AMERICA OUT of ITS BOOTS!
Dr.
ALL COLOR! THE YEAR'S GREAT NOVELTY!

Cut No. 13 Cut 60c Mat 15c

DUST OFF THAT S. R. O. SIGN!

Here are two convincing type ads, which can also be used for a lobby blow-up and a patron letter. "If You Think You're Thrill-Proof," would make a splendid addition to your front lobby display, by blowing it up for a 40 x 60 frame.

If You Think You're THRILL-PROOF

Try your nerves on this shock-by-shock report of the greatest mystery thriller of all time!

1. **Police baffled by six fiendish murders.**
2. **Evidence of cannibalism discovered on bodies.**
3. **Scrub woman latest victim of horror slayer.**
4. **Newspaper reporter hides in morgue to get story.**
5. **Hospital officials suspected of weird crimes.**
6. **Doctor X re-enacts gruesome killings.**
7. **Doctor X perfects tell-tale apparatus.**
8. **Hospital official murdered during experiment.**
9. **Reporter trapped by Doctor X's daughter.**
10. **Experimental murder revealed as similar to others.**
11. **Daughter of Doctor X selected for new experiment.**
12. **Girl at mercy of savage madman.**
13. **Reporter fights fiend to save girl's life.**
14. **Murderer discovered to be ? ? ? ?**

"DOCTOR X"

First National's Miracle Film
All in Weird and Gorgeous Color!
22 Favorites in the Cast

NOW PLAYING **WARNER**

No patrons seated during the final reel.

COLISEUM

THE STORY OF A MAD MAN AND A FAITHFUL WOMAN

Cut No. 30 Cut 40c Mat 10c

HIS EYES PIERCE THE WEIRD MYSTERIES OF THE UNKNOWN!

Cut No. 32 Cut 40c Mat 10c

A First National Hit!

TO STRAND PATRONS

Only once in a great while does a picture come to Detroit with the enthusiastic acclaim that "DOCTOR X" has received from theatregoers throughout the nation. Only by seeing it yourself, will it be possible for you to grasp the vastness of its [illegible] and the power of its execution.

In "DOCTOR X," Warner Bros. have filmed a story utterly different from anything the screen has ever known. Truly, it is the mightiest mystery thriller ever made. Gorgeous Technicolor throughout, enhances the mystery element, the story, the acting, and the entire presentation.

It is without question the most extraordinary picture the screen has received since the advent of the talkies.

You've sought for a really different screen offering. Here it is! No story more astounding, no drama more tense, no motion picture more thoroughly entertaining, has ever been shown at the Strand.

Beginning tomorrow, for one week only, the management will present "DOCTOR X" for the great enjoyment of Strand patrons.

.....

Manager

GREAT ADVANCE PUBLICITY!

your 1st story

Screen Enhances Thrills in Mystery-Melo, "Doctor X"

The magic of the screen adds to the thrills of another well known stage play which has been cinematized with great effect. "Doctor X," the play by Howard W. Comstock and Allen C. Miller, has been given a thorough screen treatment by Robert Tasker and Earl Baldwin and produced by First National. When it comes to the . . . . Theatre next tent of this .... it promises to give its audience something new in the way of mystery melodrama.

LEE TRACY

Thrills [illegible] search center. They are brought under suspicion by the police when a series of murders, committed only at the full of the moon, take place in the vicinity of their academy. To avert scandal, Doctor Xavier conducts his own investigation to discover the mysterious murderer. Much against his better judgment and against the opposition of all involved in the investigation, a breezy young newspaper reporter trails the story to the Doctor's weird country home, where he complicates matters for himself by falling in love with the Doctor's daughter. He falls heir to a series of adventures and misadventures in this eerie atmosphere, and is happily on hand to form a solution of the crimes while the others are handcuffed to their chairs during an experiment.

The splendid acting and light comedy of Lee Tracy, who again sticks to his long record of reporter roles, help lighten the tense melodrama of the plot. Fay Wray provides the romantic interest opposite Lee Tracy by being cast in the ingenue role as the Doctor's daughter.

The title role of "Doctor X" brings to the screen Lionel Atwill, actor and director of stage plays, whose performance in this picture is reported to be one of the outstanding characterizations of the year.

Besides these principals, the all-star cast of well known names promises a well-acted production. The other doctors in the medical center are played by Preston Foster, John Wray, Ar[illegible] and Harry [illegible] roles are [illegible] cast contains [illegible] ener, Robert Warwick, Willard Robertson, Thomas Jackson, Harry Holman and Tom Dugan.

Michael Curtiz, who directed the Richard Barthelmess picture, "Alias the Doctor," so realistically, is responsible for much of the fine technique with which "Doctor X" has been filmed in Technicolor.

your 2nd story

No Writer Could Dictate Mystery Effects Seen in Thrilling "Doctor X"

Carrying the old adage that "the pen is mightier than the sword" one step further and bringing it down to date, it is equally true that the screen is mightier than the pen—at least it can put the typewriter to shame in presenting an absorbing mystery to an audience.

This is demonstrated by First National in the mystery melodrama, "Doctor X," coming to the . . . . Theatre . . . ., and filmed entirely in Technicolor with an all-star cast of stage and screen personalities.

The printed or written word could never conjure up for the mind a mental picture of mystery equal to that produced in the filmed version of the stage play, "Doctor X." Effects which the mystery story writers always strive for have been accomplished.

Mystery stories, mystery plays and mystery thrillers on the screen, when properly done, have been popular with the public. By poking his camera into every threatening shadow and close against every appalling development of the story of "Doctor X," Director Curtiz has managed to bring the mystery and thrills closer to an audience than ever before. A pretty romance and an abundance of comedy add to the enjoyment of the story, by easing the terrific tension of the story when the suspense becomes too terrific.

Lee Tracy, Lionel Atwill, Fay Wray, Harry Beresford, John Wray, Preston Foster, Arthur Edmund Carewe and George Rosener are in the cast.

"Doctor X" Boasts Fine Cast of Dramatic Players

One of the finest casts of actors assembled in Hollywood this year will be seen in "Doctor X," a First National mystery melodrama, filmed entirely in Technicolor, which comes to the . . . . Theatre next . . . . . Lee Tracy, Broadway and Hollywood star, heads the roster, which also includes Lionel Atwill, star of "The Silent Witness"; Harry Beresford, creator of "The Old Soak" role; John Wray, star-playwright of "The Nightstick"; Preston Foster, sensational Broadway recruit; Fay Wray, famed beauty and featured actress, and Leila Bennett, noted character comedienne of stage and screen.

Lee Tracy Had Grand Time Making "Doctor X"

During the unraveling of the mystery that makes "Doctor X," which First National Pictures will present in Technicolor at the . . . . Theatre next . . . . , Lee Tracy has enough things scare him to cheat him out of several years' growth. He goes to hide in a closet and finds it inhabited by skeletons; then he is put to sleep by a narcotic gas; a cop gives him a cigar which blows up in his face; a maniac tries to hurl him from a tower window; a girl tries to shoot him; a wall cabinet opens and a board shaped like a coffin slaps him in the neck. Tracy heads an all-star cast in the mystery melodrama, which features Lionel Atwill, Fay Wray, John Wray and other screen favorites.

your 3rd story

"Moon Madness" Cause of Unusual Actions, Says Famous Scientist

"Moon madness," which plays such a prominent part in "Doctor X," the First National Technicolor mystery thriller coming to the . . . . Theatre next . . . . with Lionel Atwill, Lee Tracy and Fay Wray heading an all-star cast, is not an expression that has been merely created in the mind of the author. Far from it, it is an actual condition that physicians, psychologists and psychiatrists frequently have to contend with in patients suffering from nervous disorders.

There is no doubt in the minds of physicians that the moon's rays have an effect upon the actions of such people. Precisely what effect, science does not know.

"The idea of 'moon madness,'" said Dr. Thaddeus Bolton, famous scientist and head of the psychology dep[illegible] [illegible]ophia, is an ancient hypothesis. It has long been accepted by psychiatrists, and is known to have a serious effect on the minds of persons afflicted with nervous disorders.

"The theory," he explained, "is based on the observation of a natural condition among near-insane and nervous persons. The attacks of extreme nervousness usually occur at regular intervals—about 28 to 30 days apart. Coinciding as they do with the full moon, it has long been thought that the moon's rays are responsible.

"Even the word 'lunar,' which we use in referring to the moon, has grown into the language as lunacy, which proves that for many years the effect of the moon on nervous and insane persons was an accepted belief."

Of course, to laymen the moon was made for love. Poets, composers and writers have even made the moon the basis for romantic inspiration. Therefore, to keep the story in keeping with the romance the moon inspires, and in order to make "Doctor X" utterly different from any mystery story ever filmed, the producers have developed a touching love affair between Lee Tracy as the newspaper reporter and Fay Wray, the feminine lead, who plays the part of Doctor X's daught[illegible] [illegible]combination of mystery [illegible] comedy, in the [illegible] Michael Curtiz, the director, has [illegible] "Doctor X" the most extraordinar[illegible] thriller he has ever known, with the comedy and love interest serving to relieve the terrific suspense with which the picture abounds.

your 4th story

Mystery Stories Favored by History's Famous Men

The theatre-going public, which has registered the approval of screen mystery stories in no uncertain manner in recent months, has distinguished company among the great and near great.

Napoleon, Abraham Lincoln, Theodore Roosevelt, Thomas Edison, Woodrow Wilson and many other men who have made history would have enjoyed "Doctor X," First National's new Technicolor mystery melodrama, which is being brought to the screen at the . . . . Theatre . . . . .

These famous men and many others like them found so much relaxation, enjoyment and mental stimulation in mystery stories that they were all avid readers of the mystery literature of their day.

Any one of them might well have revelled in the fascinating developments of "Doctor X," which presents a new departure in plot as well as an innovation in screen technique. It is the first mystery thriller to be filmed which combines drama, myster, comedy and a beautiful romance, which adds to the enjoyment of the picture and serves as a surcease from the gripping thrills with which the picture abounds.

"Doctor X" has a unique and distinguished cast which includes Lee Tracy, who supplies plenty of laughter, Lionel Atwill, Fay Wray, John Wray, Preston Foster, Arthur Edmund Carewe and George Rosener.

Michael Curtiz directed this picture, said to be one of the finest mystery melodramas ever filmed, because it not only keeps audiences in suspense until the final fadeout, but combines laughter and romance with the mystery.

Unusual Sets Devised for "Doctor X"

In "Doctor X," a First National mystery melodrama filmed entirely in Technicolor, which comes to the . . . . Theatre next . . . . , there are said to be some of the finest settings ever devised in Hollywood. There is a research laboratory in which the most unusual electrical effects have been staged, and there is a hand-carved staircase, part of a castle whose vaulted ceilings suggest the Middle Ages, that has been pronounced a real work of art. The picture also brings one of the finest casts of the year, with Lee Tracy heading an all-star personnel that includes Lionel Atwill, Preston Foster, Harry Beresford, Robert Warwick, Fay Wray, John Wray and Leila Bennett.

"Doctor X" Aims to Confound the Audience

"Confound the audience."

That is the spirit in which Director Michael Curtiz has made First National's all Technicolor mystery melodrama, "Doctor X," which comes to the . . . . Theatre next . . . . .

It is a kindly wish, not an expression of disparagement.

"Unless the audience is *confounded,*" Curtiz declares, "we lose our object. We must put over the feeling of suspense, the mystery of the thing, in the face of the unknown."

"Doctor X" was made with the ambition to out-mystery all previous screen mysteries. The cast includes Lee Tracy, Lionel Atwill, Fay Wray, John Wray, George Rosener, Preston Foster and Arthur Edmund Carewe.

STORIES EDITORS WILL USE!

your 5th story

Camera Plays Important Part in Development of Suspense in "Doctor X"

The "curious camera" is responsible for much of the feeling of suspense created in the new First National's all Technicolor mystery melodrama, "Doctor X," coming to the . . . . Theatre . . . . .

Director Michael Curtiz has named it that because he puts the camera in the place of an interested and curious person, poking it into dark hallways and mysterious closets, investigating this and running down that and trying as best it can to solve the mystery.

"It sometimes happens," Curtiz explains, "that an audience at a mystery melodrama showing becomes irritated because the characters seem to stupidly avoid investigations which would almost obviously bring to light some pertinent fact. So, in "Doctor X" we use the camera to satisfy the audience's curiosity, by letting it look into the most suspicious corners and do the things any member of the audience would do in its place in trying to find the solution of the mystery.

"It is just what we say it is. It is a 'Curious Camera.' I do not know that it has ever been used before just like this. We think it adds greatly to the suspense of our picture."

"Doctor X" is a Warner Bros. picture adapted from the stage play by Howard Comstock and Allen Miller.

The cast is headed by Lee Tracy, Lionel Atwill, Fay Wray, John Wray, Preston Foster, Arthur Edmund Carewe, Robert Warwick and many others. Michael Curtiz directed.

your 6th story

Lee Tracy Again Cast as Newspaperman

Lee Tracy, who plays the leading role in the Technicolor mystery melodrama, "Doctor X," coming to the . . . . Theatre . . . . , and who is, acording to the judgment of several million fans, the most typical screen newspaper reporter in existence, never actually worked at the trade at all.

Tracy admits to several ambitions at various times in his brief but eventful career, but newspaper work is not one of them. He wanted first of all to be a doctor, but even on the stage or screen he has never been cast in such a role. He never yearned for the chance to "cover" a murder, but when there is a murder to be "covered" in a play or picture, Tracy is certain to be the first one suggested for the part.

He is at it again in "Doctor X," for First National, a mystery melodrama in which Tracy is not only the newspaper reporter but also the comedy relief and the romantic lead.

Tracy's screen roles have all been as newspaper reporters. His long association with such roles on the New York stage, as well as in pictures in Hollywood, has brought him a wide acquaintance among newspaper men generally and in each new characterization he chooses some one of them and uses him as a rough pattern for the role.

"Doctor X" is a First National picture adapted from the stage play by Howard Comstock and Allen Miller. The cast is headed by Lee Tracy, Lionel Atwill, Fay Wray, John Wray, Preston Foster, Arthur Edmund Carewe, Robert Warwick and many others. Michael Curtiz directed.

your 7th story

Silence Used to Heighten Mystery in "Doctor X"

"Silence," according to Michael Curtiz, director of First National's new screen mystery melodrama, "Doctor X," coming to the . . . . Theatre . . . . , "is golden in melodrama as in other circumstances."

One of the most valuable things talking pictures have made possible, he suggests, is the use of silence to get over the effect of suspense, terror, uncertainty.

When the whole screen was silent there was no way to show this, but when pictures found a voice they also made it possible to depict circumstances in which the average human being becomes voiceless from fear or other strong emotions.

Whole sequences in "Doctor X" are silent, with no sound to break the suspense as the characters move through the development of the story.

"The spoken word," says Curtiz, "is a powerful agent for putting over melodrama, but when you have the use of the spoken word, then silence becomes an even stronger method of emphasizing the high spots of a plot."

"Doctor X" is a mystery melodrama filmed in Technicolor, in which Lee Tracy, Lionel Atwill, Fay Wray, John Wray, Preston Foster, Harry Beresford, George Rosener and Mae Busch play important dramatic roles. "Doctor X" is said to be the most thrilling mystery story ever brought to the screen.

Day Before Opening

No Rain, Lightning or Wind Effects Used in "Doctor X" Mystery

A mystery melodrama without benefit of wind, rain or lightning is almost unique in screen history, but "Doctor X," First National's exciting Technicolor picture, at the . . . . Theatre, has that added distinction.

Dramatists from Shakespeare's time down have almost invariably called on nature for help in the building of melodrama. The elements have always been considered legitimate aids in setting an atmosphere of mystery and suspense. The old stage mechanic outdid nature at her worst in staging thunder storms such as were never heard in fact and in making the wind howl in a way that would shame a South Seas hurricane.

But the material used in "Doctor X" was considered effective enough without adding unnecessary weather complications for heightened drama. In this mystery the scenarist deals with the activities of a skillful criminal, in a setting made weird enough by associating it with a half dozen half-mad scientists, each working toward some uncertain end.

"Doctor X" is a picture with real thrills and a beautiful romance. Through its thrilling sequences move Lee Tracy, Lionel Atwill, Fay Wray, Preston Foster, John Wray, Arthur Edmund Carewe and George Rosener. Michael Curtiz directed.

Fay Wray in "Doctor X" a Hollywood-Born Girl

Hollywood High School, where sons and daughters of the stars are tutored, has contributed innumerable players to the screen, but none has achieved greater fame than Fay Wray, heroine of "Doctor X," which comes to the . . . . Theatre next . . . . . She went from school to studio and has been a success from the start. In "Doctor X," a mystery melodrama produced by First National Pictures in Technicolor, she plays the feminine lead, supported by a cast of splendid actors. These include Lee Tracy, Lionel Atwill, Preston Foster, George Rosener, Arthur Edmund Carewe, Harry Beresford, Robert Warwick, John Wray and Leila Be[illegible] character comedienne.

[illegible] Grot built a really [illegible] stairway, which [illegible]

YOUR CURRENT PUBLICITY

Opening Day Story

"Doctor X," Mystery Thriller, Opens at . . . . Theatre Today

Heralded as the finest mystery melodrama ever brought to the screen, "Doctor X," a First National Technicolor picture, comes to the . . . . Theatre for an extended engagement today.

Boasting an all-star cast, headed by Lee Tracy, famous for his reporter roles; Lionel Atwill, famous stage star; Fay Wray, Preston Foster, John Wray and many others, "Doctor X" also has the distinction of being the first mystery screen story with thrills, comedy and romance combined.

"Doctor X" is adapted from the stage play of the same name by Howard W. Comstock and Allen C. Miller. It was directed by Michael Curtiz, director of "Alias The Doctor" and other screen successes, and adapted by Robert Tasker and Earl Baldwin.

The story is said to be replete with thrills and surprises, as well as the clever comedy of Lee Tracy, who again plays a newspaper reporter. This time he attempts to run down a series of sensational murder mysteries, with considerable success.

"Doctor X" comes highly recommended as a mystery comedy, affording the most unusual screen entertainment offered in a long time.

It will no doubt be given a warm welcome by local theatregoers, who like a happy mixture of laughs and thrills.

1st day of run

Patrons Asked Not to Reveal Climax of Thrilling "Doctor X"

Even your best friend won't tell you, if the request of . . . ., manager of the . . . . Theatre, is heeded.

During the current run of the First National picture, "Doctor X," at the . . . . Theatre, Manager . . . . is going against the general rule of exploitation and begging his audiences not to divulge the essential interest of the picture to their friends.

This interest lies in a very cleverly through the laughs and thrills of this contrived mystery which winds melodrama. The denouement of this mystery comes as such a surprise as to provide one of the greatest cinematic thrills of the year. In order that each person who views the picture may get the utmost out of this cleverly woven story, Manager . . . . is seeing to it that they come to the theatre without any foreknowledge of its ultimate revelation.

"Doctor X," which is in Technicolor, is played by a cast capable of the finest entertainment. Lee Tracy once more gives an outstanding performance as a wise-cracking reporter, while Fay Wray supplies the charming love interest. Lionel Atwill, John Wray, Peston Foster and many others contribute largely to the picture's success.

For the Bald Headed Man

At last the bald headed man is getting attention from a movie house. Heretofore the fellow with a bald pate was always considered a front row patron of a burlesque show. Now comes the management of the . . . . Theatre with an appeal especially aimed at the fellow without hair. There is a sign at the front of the theatre which reads as follows: "Every bald headed man should see 'Doctor X.' It's hair-raising."

Review

"Doctor X" a Powerful Mystery With Romance Comedy and Thrills

Well contrived mystery mixed with sturdy melodrama and brilliant comedy and perfect Technicolor held an audience spellbound yesterday at the . . . . , where the First National picture, "Doctor X," opened its run.

There is more than the usual good measure of interest packed in this picture. To add to its various effects there is the very splendid acting of a well chosen, all-star cast.

LIONEL ATWILL

Cut No. 11
Cut 15c Mat 5c

The greater part of the tion with a story centers about a group of doctors attached to a medical research center. Suspicion has been cast on them in connec- series of mysterious murders committed only at the full of the moon. Doctor Xavier, head of the institution, conducts his own experiments, independent of the police, to discover the murderer; but these experiments only seem to help the unknown murderer in his depravities.

A young newspaperman, glib and witty, follows the course of the murder investigation against odds and opposition. He comes in for several hard knocks himself, but nothing deters him from getting the story. He finds an added attraction in Doctor Xavier's daughter, whose life he ultimately saves when the others are helpless to prevent the murderer from getting her. This latter scene is one of the high spots of the picture.

As the newspaper reporter, Lee Tracy (perennial reporter of both stage and screen) displays an excellent and novel quality of acting. To him fell the job of being the story pivot, the love interest and the comedy relief, a job Tracy carried through seemingly without effort, but with great effect.

Lionel Atwill, actor and director of stage plays, contributes a forcefully superb piece of acting as Doctor Xavier. The other doctors in the institution, Preston Foster, Arthur Edmund Carewe, John Wray and Harry Beresford, are also excellent.

The daughter was well played by Fay Wray, with the balance of the cast of well-known names very aptly fitted to their parts. The players include George Rosener, Leila Bennett, Robert Warwick, Willard Robertson, Thomas Jackson, Harry Holman, Tom Dugan and Mae Busch.

The original play by Howard W. Comstock and Allen C. Miller was adapted and dialogued for the screen by Robert Tasker and Earl Baldwin.

Director Michael Curtiz apparently didn't seem to overlook a bet in directing the picture.

The picture is full of thrilling surprises. It kept the spectators on the edges of their seats throughout. "Doctor X" has to be seen.

ADDITIONAL PUBLICITY

The various exploitation stunts suggested for newspaper tie-ups, will undoubtedly give you a wealth of additional newspaper publicity. Plan a daily running story while the newspaper tie-ups are in effect.

MORE PUBLICITY AND SCENE CUTS!

2nd day of run

"Doctor X" Example of Perfect Mystery Story

"Doctor X," the First National mystery melodrama in Technicolor which is thrilling huge crowds at the . . . . Theatre, is declared to be one of the finest screen stories of the type ever brought to this city.

As a romantic mystery it is getting the highest praise from theatregoers, according to Manager . . . . , of the . . . . Theatre.

Discussing mystery stories, Manager . . . . said:

"It is no trick at all to write a mystery story—up to a certain point. Almost any one, gifted with an active imagination, can compound a series of circumstances and incidents which baffle an audience and bewilder the characters involved.

"But solving the mystery satisfactorily is a different story. The unraveling has to be as well done as the knitting. The true mystery story, play or picture is no better than the weakest link of its denouement. To be successful the mystery has to work both ways, backward as well as forward, and it must leave no knots untied, no complications unexplained."

"Doctor X" was put together and taken apart many times before the script was finally approved. Every incident can be checked backward to a logical end, with no threads left fiying loose in the weaving of the plot.

A touching romance adds to the interest of the story, and with Lee Tracy affording excellent comedy relief, the gripping mystery offers the most unusual screen fare.

The cast includes Lionel Atwill, Fay Wray, Preston Foster, John Wray, Harry Beresford, Arthur Edmund Carewe, Robert Warwick and George Rosener. Michael Curtiz directed.

3rd day of run

Scientist Used as Adviser During Filming of "Doctor X" Thriller

Lionel Atwill, the noted actor, absorbed so much information on chemistry during the filming of "Doctor X," First National picture produced in Technicolor and now at the . . . . Theatre, that he feels sure he could pass an examination in that subject,

During the making of the picture he was constantly experimenting with drugs and chemicals and test tubes. The technique was taught him by Dr. C. E. Warriner, diagnostician for the Glendale Bureau of Biological Research, who acted as technical director on the picture.

Dr. Warriner was engaged so that the production would [illegible] perfect from [illegible] as dramatic. Even [illegible] as well [illegible] things were [illegible] done exactly in the right way, so that no fault could be found either by a doctor or chemist who may be sitting in the audience.

One of the seemingly simple things of which the layman is unaware is that in mixing drugs with a mortar and pestle it must be stirred in one direction only or the chemicals will not break up and mix. When Mr. Atwill picked up a mortar and began to stir from left to right, which is the natural method of a layman, he was instantly corrected by the doctor.

Every scene in the picture was carried out with the same careful attention to the minutest detail.

"Doctor X" was adapted from the stage play by Howard Comstock and Allen Miller. The cast is headed by Lee Tracy, Lionel Atwill, Fay Wray, Preston Foster, Arthur Edmund Carewe, Robert Warwick and many others. Michael Curtiz directed.

[illegible] Dummies Used for "Doctor X" When Lights Melted Those Made of Wax

By out-dummying Hollywood's famous Dummies, four character actors worked steadily for a week during the filming of First National's mystery melodrama in Technicolor, "Doctor X," now at the . . . . Theatre.

Steadily is really the word for it. They played wax figures in a waxworks and steadiness was the chief requirement for the job.

There was a kind of poetic justice in the whole thing. Thousands of Dummies have replaced an equal number of actors and extras in the making of pictures in the past twenty years. The Hollywood Dummy is one of the best known and least liked figures in the film capital. He fills up the back rows of balconies and grandstands; he falls out of automobiles and rolls down cliffs. He is shot full of holes in night clubs and burns to death in flaming buildings. All of which the average extra in Hollywood feels he could do with greater realism if given the opportunity.

In "Doctor X" the tables were turned for the first time. Color photography requires about twice as much light as does black and white work, and twice as much light on a set means twice as much heat. The wax figures provided for the setting of the demonstration began to look discouraged after the first few minutes of work under the heat of the lights used. At the end of a half hour their faces were longer than Director Curtiz' arm. Their hands hung to the floor and their noses began to rest on their chins.

So a hurry call was sent to the Warner Bros. casting office to find four players, a young girl, a scrub woman, a young thug and a half-grown child.

When their friends asked them where and how they were employed they answered truthfully:

"I'm doubling for a Dummy out at Warner Bros."

"Doctor X" is a First National picture adapted from the stage play by Howard Comstock and Allen Miller. The cast is headed by Lee Tracy, Lionel Atwill, Fay Wray, John Wray, Preston Foster, Arthur Edmund Carewe, Robert Warwick and many others. Michael Curtiz directed.

5th day of run

Specially Designed Sets Used to Heighten Mystery Effects Seen in "Doctor X"

Much credit for the effectiveness of First National's new Technicolor mystery melodrama, "Doctor X," now at the . . . . Theatre, must go to Anton Grot, art director for the production and the one man responsible, more than any one else, for the sets in which the screen story unfolds.

Squares and levels were not much in evidence in the building of the interiors for "Doctor X." Walls meet at distorted angles, roofs sag, floors roll unevenly, weird and ungainly staircases lead from one chamber to another; there is a deliberate perversion of dimensions and perspective built into the sets which enabled Director Michael Curtiz to obtain remarkable camera effects with a minimum of effort.

Director Curtiz made good use of these carefully planned settings in directing the picture. He used his camera to give additional emphasis to the mystery and suspense of the story by placing it either very low or very high, by using cranes, elevators and dollies to gain special effects against the menacing backgrounds.

Against these backgrounds are enacted the mystery, romance and comedy of "Doctor X," which stars Lee Tracy, Lionel Atwill, Fay Wray, Preston Foster and John Wray.

6th day of run

Too Many Wrays and Rays on "Doctor X" Set, Caused Director Added Worries

With Fay Wray, John Wray and X-rays all in one cast and on one movie set, and with Ray Ranahan on the camera and Fay Hanlin acting as hairdresser for the company, the First National company which filmed "Doctor X," now at the . . . . Theatre, had daily lessons in phonetics, while the picture was in production.

The first few times Director Michael Curtiz, whose Hungarian accent sometimes interferes with his English intentions, called for one of these important members of his cast or crew he found himself surrounded with willing and even anxious Fays and Wrays. But after a few such false alarms some of them began hanging back when Mike's broad "a's" sounded a call to duty.

The problem never was altogether settled and when, as sometimes occurs in the picture, all the Rays, including the X's, work together, and both Fays are momentarily missing, while one fixes the other's hair, Curtiz found his lack of facility in English decidedly distressing.

"Doctor X" is a thrilling mystery story with a beautiful romance filmed in Technicolor. It was adapted from the stage play by Howard Comstock and Allen Miller. The cast is headed by Lee Tracy, Lionel Atwill, Fay Wray, John Wray, Preston Foster, Arthur Edmund Carewe, Robert Warwick and many others.

IN CURRENT STRAND HIT

Fay Wray and Lee Tracy, the love interest in the Strand's thriller, "Doctor X." Lionel Atwill has the title role.

Cut No. 5 Cut 30c Mat 10c

CURRENT SHORTS

"Doctor X" [illegible] Mystery During Filming

By a strange coincidence the filming of First National's new Technicolor mystery melodrama, "Doctor X," which is now playing at the . . . . Theatre, was started at midnight, due to conflicting schedules for some of the players, and most of the production was actually filmed during the nights following. The result was that the production was a mystery to the rest of the producing studio and the players involved practically disappeared from public view during the weeks the picture was being filmed. The cast includes Lee Tracy and Fay Wray, Lionel Atwill, Preston Foster, John Wray, Harry Beresford, Leila Bennett, Arthur Edmund Carewe and George Rosener. Michael Curtiz directed.

LEE TRACY

Lee Tracy, whose rapid rise to screen glory is duplicated only by his similar achievement on the stage after his performance in "Broadway." He is currently seen in the role of a newspaper reporter in the Strand's thriller, "Doctor X."

Cut No. 6 Cut 15c Mat 5c

Climax [illegible] Secret from Cast

No picture out of Hollywood in a decade has been made with such close secrecy as that which surrounded the filming of the new First National Technicolor mystery melodrama, "Doctor X," now at the . . . . . No visitor was allowed upon the stages or locations while this company worked and many members of the cast and crew were kept in the dark concerning the amazing denouement until the last moment when those scenes were made. Lee Tracy, Lionel Atwill, Fay Wray, Preston Foster, Harry Beresford and several others of equal note are in the cast. Michael Curtiz directed.

Mae Busch Back on Screen in "Doctor X"

Mae Busch, long a favorite with picture audiences, returns to the screen following a long absence, for a brief scene in First National's thrilling mystery-melodrama, "Doctor X." Miss Busch has distinguished company in "Doctor X," including Lee Tracy, star of stage and screen; Lionel Atwill, Fay Wray, John Wray, Preston Foster, Harry Beresford, George Rosener and Arthur Edmund Carewe. Michael Curtiz directed "Doctor X," which is in Technicolor and is now playing at the . . . . Theatre.

Rare Electrical Effects Secured in "Doctor X"

Electrical effects never before attempted in filming a motion picture are included in First National's unusual Technicolor mystery, "Doctor X," now at the . . . . . After electricians had declared the plans of Director Michael Curtiz impracticable and dangerous, the studio electrical department found ways and means of producing the effects without danger to any member of the cast and crew and with only minor damage to one camera. The cast carries an "all star" rating with Lee Tracy, Lionel Atwill, Fay Wray, John Wray, Harry Beresford and Preston Foster in the leading roles.

3 CORKING FEATURE STORIES

Advance Saturday or Sunday Feature

Mystery Thrillers Act as Tonic on Ductless Glands

Mystery thrillers are always popular. When they are enhanced by lively comedy they are "sure fire."

This is the opinion of Manager . . . . of the . . . . Theatre, who will offer next week the newest screen sensation from the First National Studios, "Doctor X," a mystery-melodrama, produced in Technicolor.

"If you don't like mystery thrillers, consult a specialist," says Manager . . . . "Either your ductless glands aren't functioning or your bump of curiosity is under-developed."

"Shiver my timbers," wasn't a complaint in the old buccaneering days —it was a suppressed desire, a hope expressed out loud.

Ninety-nine and forty-four hundredth per cent of the people like to be mystified and thrilled. Thrills and pleasure are sisters under the skin and along the back of your neck and inside the ductless glands.

When the hands of the mysterious unknown come out of a purple shadow and circle a lovely neck, your whole nervous system is getting needed exercise and your tired reason is enjoying a vacation.

That is why, according to Dr. Hans Andresen, famous nerve specialist, mystery thrillers on stage or screen, or on the printed page, are good for you. Those ductless glands, so long a puzzle to the medical profession, function best when the owner becomes angry, frightened or tremendously excited.

"All the elements of a mystery story strike a responsive chord somewhere in the mind of every member of the audience," Dr. Andresen declares. "The heart action quickens the eyes and ears are made more alert; the mind races ahead to try to solve the mystery. The very pores of the body tighten and 'goose flesh' appears. Subconsciously all the 'inner man' is being speeded up and exercised while the body actually rests.

Mystery a Mental Tonic

"It is a mental tonic. It is good for you. It puts to work the ductless glands that aid your health."

More important even than these scientific discoveries about "thrillers," is the fact that [illegible] mystery thrillers as good entertainment. Producers have found this out and are making better and bigger screen melodramas. The final word in such entertainment is said to be "Doctor X," a most unusual mystery-melodrama.

"Doctor X" is calculated to keep the ductless glands working overtime in any audience and to raise more "goose flesh" than there are geese, accordng to Director Michael Curtiz. It involves a whole colony of half-mad scientists, each a master in his own line, all of them suspicioned and suspicious.

With Lee Tracy, famous for his "reporter" roles, again seen as a newspaper man, plenty of laughs are assured.

Tracy, Lionel Atwill, Fay Wray, Preston Foster, Arthur Edmund Carewe and George Rosener are members of the unusual cast in this mystery melodrama, adapted from the stage play of the same name.

LIONEL ATWILL

Cut No. 9 *Cut 15c* *Mat 5c*

Lionel Atwill, noted stage star, recently seen in several screen successes, has the leading role in the current Strand thriller, "Doctor X." Lee Tracy and Fay Wray are also featured in the film.

Short Current Feature

Members of "Doctor X" Cast Felt Its Mystery

For several reasons, psychological as well as physical, much of the Technicolor mystery-thriller "Doctor X," now at the . . . . Theatre, with which First National is making a bid for the honor of making the super-mystery picture of all time, was filmed at night.

The physical reasons were that many scenes call for night exteriors. The psychological reasons were, according to director Michael Curtiz, that no cast can effectively set an audience on edge from the screen unless the cast itself and the individual members of it are themselves set on edge at times by the developments of their own story.

Cut No. 7 *Cut 15c* *Mat 5c*

FAY WRAY

Appearing in "Doctor X," current Strand mystery thriller.

By such a rule "Doctor X" should be the most mysterious and thrilling film ever offered, because the members of the cast and crew which made it had many bad half hours on dark locations and in poorly lighted night sets.

When a picture company works late at night the studio furnishes a midnight supper to all connected with the work. While "Doctor X" was filming, this midnight meal was the scene of exchanges of exciting experiences either connected or not connected with the picture in hand. Director Curtiz encouraged these shivery stories and even added a few of his own. The net result was that the cast was on edge nervously and reacted with greater intensity on account of it.

Few members of the cast ever had the temerity to leave a night set for "Doctor X" alone, and if dismissed earlier than the others, generally waited to leave with the rest, anyhow. Fay Wray and other women members of the cast and crew were furnished with cars and escorts both to and from each set.

This atmosphere of eeriness which occasionally swept over the whole cast and crew of "Doctor X" while the picture was in progress, was the most valuable of all external influences in the filming of a master-mystery, according to Director Curtiz. When he found that by working nights this feeling of suspense could be maintained, he changed the picture's schedule so far as possible to work more nights and fewer days.

The cast of "Doctor X" is made up of famous and experienced players, but this did not mean that any of them were found to be immune from the influence of an atmosphere of mystery about a night set. The cast includes Lionel Atwill, Lee Tracy, Fay Wray, Preston Foster, John Wray, Arthur Edmund Carewe, Harry Beresford, Robert Warwick and George Rosener.

Advance Saturday or Sunday Feature

Special Sets Used for Thrill Effects in "Doctor X"

Building menace into motion picture sets has long been a hobby with Anton Grot, a hobby which he has been able to exercise fully for the first time in the making of the First National mystery-melodrama, "Doctor X," which comes to the . . . . Theatre next . . . . with Lionel Atwill, Lee Tracy and Fay Wray heading an all star cast.

This picture satisfies Grot's yearning to try his hand at thrilling audiences with interior and exterior design alone, because his company gave him a free rein in the planning of "Doctor X," which is in Technicolor.

Cut No. 8 *Cut 30c* *Mat 10c*

Lionel Atwill, Fay Wray and John Wray in "Doctor X"

"The primary purpose of set designing," says Grot, whose office walls carry a vast assortment of sketches from the great number of pictures on which he has worked as art director, "is to establish the mood of the story."

"In 'Doctor X,' that mood is mystery, of course, but we have tried to build menace into the sets. Those criss-cross [illegible] give a cr[illegible] is in [illegible] too, is most suggestive.

"Many of these effects are not particularly planned. We know the general effect we want and many details involved in getting that effect are almost automatic.

"For instance, when we design a set for mystery and melodrama we know that it must be of heavy construction with dark colorings and shadows. When we want to add menace to that we put in a top-heavy effect over doors and windows, we build in low arches which give the feeling of overhanging danger. We design a set that imitates as closely as possible a bird of prey about to swoop down upon its victim, trying to incorporate in the whole thing a sense of impending calamity, of overwhelming danger. We put this into the design of the rooms, the furniture in the rooms and even into the gables and trimmings on the outside of houses. But it is done more or less subconsciously, after we have determined upon the 'mood' we are to use for the picture."

The amount of work done by the art department of a studio in planning such a production as "Doctor X" is seldom realized. It involves almost as much actual technical draftsmanship as a moderate-sized skyscraper and it must often be completed within the course of a few weeks. The art director establishes the "mood" with sketches and preliminary plans; and, having had these approved by the studio heads, the director chosen for the picture and by the studio manager responsible for keeping the picture within budget limitations, he turns them over to a dozen draftsmen to translate into blue prints for the mill workers and feet and inches for the carpenters.

The files for "Doctor X" show 192 sketches and blue prints, many of them extremely complicated, but all done with the exactness used in designing a state capitol or a government postoffice. More important still, they are planned to provide desired camera effects not noticeable to the layman's eye.

The principal set designed for "Doctor X," known as the interior of "Cliff Manor," is the most expensive and difficult interior Grot has done.

The set occupied almost one complete sound stage and is supposed to be the attic floor of the old Manor house. Grot can have plenty of fun with attics, as will be remembered from the Paris attics in "Svengali"; but in "Doctor X" he has thrown all previous records away.

The center of the set is occupied by a great room, which the title character of the story has fitted temporarily into an electrical laboratory, with the addition of a small curtained stage at one end [illegible] this main room. C[illegible] magnificent traverses g room in slowly [illegible] spaces. [illegible] a monstrous, twisting ballustrade, so ugly and preposterous as to give the whole room an evil atmosphere. Low doorways and sagging arches lead from the various landings into half finished, timbered store rooms under the eaves of the great house. The floor rolls in these attic passages, the ceiling sags and the walls lean menacingly, so that the very house seems to be in league with the devilish element set loose therein.

But it is in planning and furnishing the electrical laboratories spread about this sinister attic that Grot has exceeded himself. One man from his department was assigned to make sketches of the most advanced electrical equipment in use. From these Grot let his imagination wander into the future with the result that he has equipped the laboratories of Doctor Xavier with an appalling array of scientific and pseudo-scientific apparatus, every item of which is designed to heighten the effect of mystery and the feeling of suspense for the audience.

Little of this equipment could be bought, less could be rented. So Grot designed it all. Glass blowers, metal workers and cabinet makers were told to copy these designs.

Grot designed a glass table, bigger at the top than at the bottom, to carry out the top-heavy design, and over it suspended a terrible array of glass retorts and condensers. Great glass columns, convoluted into weird designs in which electric currents play, screened the stage from the rest of the room.

In dressing this and other sets in the picture, the draperies used carried out the same general "feeling" which Grot had built into the rooms. Draperies used were dark and of heavy materials with protruding over drapes at the top of the windows to give the effect of over weight above toppling toward the floor.

Furniture was chosen with the same idea in mind. Chairs with high backs and "wings"; beds which seem about to collapse upon the occupant; heavy bronze pieces on high pedestals; these and many other items maintained the atmosphere of menace which Grot carried throughout the production.

"Built-in" menace is Grot's contribution to "Doctor X." It may lead eventually to built-in happiness, built-in romance and built-in comedy. It's Anton Grot's hobby, but it has limitless possibilities.

A CRACKERJACK NEWSPAPER SERIAL

PLANT STORY WITH MANAGING EDITOR

This serialization of "Doctor X," divided into twelve chapters, is given you in order to make it possible for you to take advantage of the tremendous vogue for newspaper mystery stories. In giving this serialization to your local newspaper, be sure that the final chapter isn't published until at least one day after the picture has finished its run, and that the story is definitely tied up with your show. The newspaper will undoubtedly run a two or three-day advance ad campaign calling attention to the starting of the story. Get credit in those ads, if possible.

"DOCTOR X" By WILTON CHALMERS

Chapter I—Moonlight Murder

From the Sensational First National Mystery, "Doctor X"

On one side of the street was the House of Death; on the other, the House of Sin.

Lee Taylor stood in the darkness opposite the morgue, a tall, gangling young man with a cigarette held loosely in his lips. The street was deserted until suddenly a limousine with curtains drawn came swiftly down the block, pulling up sharply at the curb in front of the looming shadow-shape of the morgue. Three men got out, one with his coat-collar pulled up and his hat far down over his face. They were like three black ghosts as they entered the grim precincts of the morgue and vanished as though the darkness had swallowed them.

And Lee Taylor, watching tensely, threw away his cigarette and crossed the street. At the door of the morgue he found a bulky shadow waiting, which, as Lee came closer, was revealed as a plain clothes man.

"Where are you going?" said the shadow.

"Inside."

"No, you ain't," replied the shadow. "Only stiffs go in here tonight."

Lee winked. "Really? What's keeping you out?" And he turned back the lapel of his coat to display his press badge.

"That don't mean a thing tonight," said the officer gruffly. "I got me orders. Nobody goes in—you newspaper guys included."

The young reporter assumed his most reasonable and appealing manner. "Now look, Sergeant. All I want to do is to go in and identify a body."

"I ain't listening."

"What's Commissioner Stevens doing down here at this time of night?"

"You're seeing things," said the plain clothes man. "Now run along before you get in trouble."

Lee Taylor was a seasoned newspaper man. [illegible] when an obstacle was really immovable—though it is always possible to get around an immovable object somehow. Shrugging his shoulders, he crossed the street again, from the House of Death to the House of Sin, and rang [illegible]

[illegible] and spoke before his mouth. "You can't come in. The girls aren't here yet—it's too early."

"Listen, lady, all I want to use is your telephone."

"There's one down on the corner in the cigar-store," said the woman crossly.

"I haven't got time to go down there." Lee drew a bill from his pocket. "Come on! Be a sport!"

The woman's eyes became softer. She took the bill and drew back for Lee to enter.

The House of Sin was silent as the House of Death across the way. In a dark corner of the hallway Lee found the telephone, and as he dialed for the number of the Daily World, he saw by a clock hanging on the wall that it was twenty minutes past eight o'clock.

"Give me the night desk," said Lee. "Murph? This is Lee Taylor. I'm down at the Mott Street Morgue. About half an hour ago they brought in the body of an old scrubwoman who was murdered under peculiar circumstances. They won't let me see it and I can't get any dope. Police orders. Just now Stevens, O'Halloran and a guy named Doctor Xavier arrived. Yes, Doctor Xavier. Something's doing!"

From the other end of the line came the night editor's sleepy voice. "Yeah. Sure. I've heard that before."

Lee was growing more and more excited. "Listen, you lunkhead, I'm not clowning. Look out the window a minute."

There was silence for a moment. The night editor looked out of the window. Then came his voice, vibrant with emotion. "What do you mean—the moon?"

"Certainly. Ten bucks to a dime it's another *moon killer murder!"*

The other man was wide awake now. "Well, that's different! Now stick right on it; I'll hold a scarehead and a two-column lead. If anything pops call me right back—I'll have a rewrite man at my elbow!"

Lee Taylor hung up the receiver and went out into the street again. A large morgue car was pulling up on the other side, behind the limousine in which the three men had arrived. The flickering moonlight fell upon several bodies in the morgue car—or rather upon the canvas with which they were covered.

The young reporter paused. His brows were bent, but his eyes moved keenly up and down the street. When Lee Taylor looked that way, he meant business.

Chapter II

Doctor Xavier

Inside the House of Death a little group of men were gathered around a table on which lay something covered with a sheet. Police Commissioner Stevens stood beside the stern, ascetic-looking man whom young Lee Taylor had described as "a guy named Doctor Xavier."

"What's your theory, Doctor?" asked the Commissioner.

The other's lips were pressed tightly together before he spoke. "Strangulation by terrifically powerful hands."

"What do you think of that incision at the base of the brain?"

"Obviously," said Doctor Xavier, "it was made by a type of scalpel used for brain-dissecting." He bent over the body. "Left lumbar muscle missing."

"It's been torn right out," said Detective O'Halloran.

Doctor Xavier looked up. "Gentlemen, it wasn't torn." He paused. "This is cannibalism. This portion of the body was——"

"No! No!" cried O'Halloran, sickened; and the Commissioner, his face white, exclaimed: "Impossible!"

"There's no doubt of it," said the Doctor quietly. "The condition of the tissues is unmistakable."

With a nod to the morgue-keeper, who began to cover the thing on the table, he turned away.

Commissioner Stevens stopped him. "Look here, Doctor. This is the sixth murder in the same number of months—all committed in the full of the moon with no apparent motive—by means of strangulation and an incision with a strange surgical knife."

Doctor Xavier moved nervously. "It is peculiar, isn't it?"

[illegible] of the fact that all [illegible]

The scientist eyed him sharply. "Are you implying someone in my institute could have done this?"

"I'm convinced of it."

The other's voice rose in anger. "This is preposterous! I have spent twenty-six years bringing my institution to its present standard. I am familiar with the character of every student and professor, and they are all men of the highest integrity! Why, there are other academies in the State——"

"But they don't have those kind of knives," interrupted Detective O'Halloran. "The surgical supply house swear they imported them from Vienna especially for your institute, and it's the only place in this country where they're used."

Beads of perspiration were on the forehead of Doctor Xavier. "Commissioner Stevens," he said, "if you jump to a hasty conclusion like this you will ruin the prestige of an institution that has one of the best reputations in the world! The publicity—the newspapers!"

The Commissioner was silent, but O'Halloran spoke. "Don't worry about that. We don't want publicity any more than you do."

"Please!" cried Doctor Xavier. "If my academy is under suspicion, give me a chance to conduct an investigation of my own first! Obviously the murderer is a maniac; it's a mental case. With our knowledge of the brain, haven't we every facility to catch a madman?"

"How would you proceed?" asked Stevens dryly.

"By immediately studying the pathological reaction of every man who fell under suspicion. Then trap the guilty one with a brain experiment."

"Can we examine the records of your students and faculty?"

"Most assuredly. We can go to my office right now if you wish."

He moved quickly toward the door, followed slowly by the other two. Suddenly the Doctor stopped.

"Remember," he pleaded, "no publicity! I beg you!"

"Don't worry," Stevens answered. "Not one newspaper in the country will hear about this until you've had every opportunity to clear your academy of suspicion."

They were gone. The old morgue-keeper shuffled out after them. Silence reigned in the House of Death.

Then one of the canvas-covered bodies moved. It rose to a sitting posture. The canvas was thrown back, and Lee Taylor, white and trembling, lowered himself from the marble slab on which he had been lying. Swiftly and quietly he hurried to the door and out of the building.

He was a very frightened young reporter. But he had heard a lot.

(To be continued tomorrow)

"DOCTOR X"

Chapter III—The Strange Companions of Doctor X

From the Sensational First National Mystery, "Doctor X"

In the office of Doctor Xavier, somewhere deep amid many halls and twisted turnings in the Xavier Academy of Surgical Research, an overhead light was burning. Heavy curtains were drawn across the windows, and no sound came from the world outside. In one corner of the room stood a human skeleton, white and startling in the prevailing gloom.

The Doctor himself, seated at his great desk, looked up at Commissioner Stevens and Detective O'Halloran, from the roster of students which he had been examining. "Inasmuch as all these students are away on their vacations, I hardly think it wise to spend much time on them," he said.

The Commissioner was about to reply when O'Halloran suddenly exclaimed in a startled voice: "Who's in that room?" and wheeled about toward a door just behind him.

"That's probably Professor Wells," said Doctor Xavier calmly. "That's his private laboratory."

"What's he doing here if the school's supposed to be closed?"

"It is nothing unusual for the faculty to spend their evenings here at this time."

But Stevens was suspicious. "What's the history of this man?"

"Well——" and the Doctor hesitated.

"We're waiting, Doctor."

The scientist said slowly: 'Professor Wells is a student of cannibalism. He has written a book about it."

"Why didn't you tell us this before?" burst out O'Halloran. "It's as good as a conviction!"

"I hardly think so," said Doctor Xavier suavely. "I am very fond of Dr. Wells. He couldn't possibly do a thing of that sort."

"Can we talk to him?"

"Certainly." And he led the way into the next room, where, in the midst of a perfectly appointed laboratory, a man was seated at a bench. In front of him was a jar which contained, immersed in fluid, a strange and sinister object, at which Stevens and O'Halloran stared in fascination.

Professor Wells looked up pleasantly as Doctor Xavier introduced the visitors.

"What's that?" asked O'Halloran, pointing at the jar. For the thing inside the jar was pulsing—pulsing—like a human heart!

[illegible] said Wells, "is the heart of a frog. I've kept it alive for three years by electrolysis."

Commissioner Stevens was staring now at a pair of shoes which lay on the radiator at one side of the laboratory. They still bore traces of wet mud and had evidently been placed there to dry.

"I imagine," said the Commissioner, "that you stick pretty close to your bench, don't you, Professor?"

"Not necessarily. I played truant about an hour ago. I walked over for a cup of coffee."

"How is the arm tonight?" asked Doctor Xavier.

A shadow passed across Wells's face. "Very annoying. If you people don't mind——"

With these words he extended his left hand, seemed to unbuckle some device with his right, and then slowly pulled the left hand away from his arm as though from its socket. "I just put it on as I heard you coming," he said, still holding the artificial hand. "An empty sleeve is revolting to most people."

Stevens and O'Halloran looked at each other and grinned sheepishly; and as they left the room with Doctor X the latter said with twitching lips: "Not much chance of strangulation with one hand, eh?"

"I agree with you," replied Stevens gloomily. "He's out of the picture."

From under another door light was streaming, and O'Halloran indicated it with a gesture.

"That's Professor Haines's room," said the Doctor nervously.

"Is there anything about him that might justify us in putting him under observation?"

Doctor Xavier was becoming impatient. "If we're just looking for someone to hang suspicion on, there isn't a man on my faculty who wouldn't come under that heading!"

"Then you do know something about this man Haines?"

Once more the Doctor was silent for a moment. Then: "Yes. Professor Haines and two other scientists were shipwrecked off Tahiti last year while making a study of the coral reefs for the Killary Foundation."

"What's strange about that?"

"They were adrift for twenty-four hours," said the Doctor, speaking slowly and almost painfully. "When they were picked up Haines and one other man were delirious. The third had vanished. Haines later claimed the man had died and he had thrown the body overboard."

Chapter IV

Who Is the Murderer?

The eyes of Stevens and O'Halloran were agleam with interest. "Can we meet this man Haines?"

"Surely," said Doctor Xavier. "But I am convinced that he also is innocent. The killer is a maniac while Professor Haines is one of the most brilliant men in the medical world."

He crossed the corridor and pushed open the door of the lighted room. The occupant of the room rose quickly from the chair where he had been reclining. A most unusual man, unmistakably, was Professor Haines—a man of quick and decided movements; but he had not moved so quickly in concealing something under one of the cushions as to prevent the eyes of the representatives of the law from observing the act.

Doctor Xavier introduced them and Haines bowed.

"I have just been telling Mr. Stevens of some of your phenomenal experiments in brain cauterization."

"Thank you, Doctor. I have a few specimens here." But as he turned toward his bench, O'Halloran quickly whipped something from below the cushions and concealed it.

Doctor Xavier stopped his colleague as the latter was about to remove the lid from one of the jars on the laboratory bench. "Really, Professor, it's rather late. Mr. Stevens wants to see the rest of the laboratories. Now that he has met you he can drop in some other time.'

"Oh, surely," said the other, looking rather disappointed.

So the others left him, and on the way out O'Halloran showed Stevens what had been secreted in the cushion of the chair. It was a [illegible] the title "Parisian Art Poses." Both men shrugged, O'Halloran left the magazine behind.

"Haines is the type of man who looks capable of almost anything," Doctor Xavier explained, "but I assure you he's as timid as a lamb. He is inclined to be attentive to my daughter, and I see a lot of him."

Stevens nodded, his thoughts plainly moving forward to untraveled ground. "Who else is around tonight?"

"Dr. Rowitz should be here. He is the other scientist who was with Haines during the shipwreck. If you'll step this way——"

He preceded the other two into a huge dome-roofed room in which an immense telescope was mounted. A man was looking into the "finder" of the telescope, and at the noise of their entrance he wheeled around, facing them.

Stevens and O'Halloran caught their breaths sharply. The face that confronted them was marred and ghastly, and the man was wearing a smoked-glass monocle to cover one empty eye-socket. This, it appeared, was Dr. Rowitz, who clicked his heels together and bowed in the manner of a German cavalry officer of pre-war days.

"Also, gentlemen, my colleague, Professor Duke." And he indicated a sour-faced old man seated in a wheel-chair at some distance in the large and dimly-lighted room.

Doctor Xavier addressed the old man. "Good evening, Professor Duke. How do you feel tonight?"

"Horrible!" came the answer in a vicious snap.

"I am sorry to hear that!"

"If it makes you sorry to hear things like that, then don't ask questions!"

Doctor Xavier looked at his visitors with a smile. "I'm sure," said Stevens, "we are holding these gentlemen up in their work. If you'll excuse us——"

Rowitz clicked his heels and bowed again, and the three intruders left the observatory.

"Does that man Duke always talk to you like that?" asked Stevens.

"Oh, we make allowances for him," said Doctor Xavier quickly. "The poor man was stranded on a Polar expedition fifteen years ago and as a result has suffered paralysis. However, he is a brilliant surgeon and we wouldn't think of parting with him."

"But the face on the other fellow!" exclaimed O'Halloran excitedly. "That sailor who saw the murder of the scrubwoman tonight said the killer had a face like a monster. And Rowitz certainly fits that description!"

(To be continued)

DOCTOR "X"

Chapter V—The Eternal Feminine

From the Sensational First National Mystery Picture

Doctor Xavier seemed much taken aback. "Please, gentlemen," he said, "remember that Dr. Rowitz has given years and years of his life to scientific study. Such men are naturally strange. Sometimes, in the development of one part of the brain, another part is weakened." He gave a quick, nervous shrug. "However, I don't believe Rowitz could commit a crime. Why, he's the author of several volumes of poetry!"

But this statement failed to impress Stevens and O'Halloran, who followed him silently into his office once more.

There Stevens spoke suddenly and decisively. "Doctor, if I permitted you to conduct your own investigation, how long would it take?"

The eyes of Doctor Xavier lighted up eagerly. "If you leave me alone I can conduct a series of tests which in forty-eight hours will conclusively prove whether the killer is a member of this academy!"

Perhaps the representatives of the law were impressed; at any rate they seemed to be, but these gentlemen have a habit of concealing their true thoughts. At any rate there was someone else who was impressed—someone of whose presence they were utterly unaware—someone who was peering in at one of the windows from a fire-escape outside. It was that indefatigable young journalist, Lee Taylor.

Keep him out? Better men than they had tried to do it before, and had failed. He'd show them!

And he was pressing his head further and further into the curtains, and listening more and more intently, when suddenly he heard a voice from behind and below him.

"What are you doing up there?"

It was a clear feminine voice, and as he turned he saw that a young girl was standing below in the driveway at the foot of the fire-ladder, looking up at him.

Lee made his way down to the ground. "I'm a somnambulist," he explained, "and I just ran up there to have my head examined."

He smiled, but the girl did not return the smile. "I asked you," she repeated, "what were you doing up there?"

She was pretty; there could be no possible mistake about that; and she wore her fur coat most becomingly. But the shape of something protruding from beneath the coat made Lee more careful in his reply than he might otherwise have been. It looked for all the world like a small automatic pistol.

Lee showed his badge for a bare instant. "Police Commissioner Stevens

badge had done its work; plainly she accepted him as a police officer. "I'm Joan Xavier," she said quietly. "We live across the campus. I saw all the people arrive and wondered what was going on."

"I assure you it's nothing for you to worry about. You run along home before you catch cold."

But she asked suddenly: "What do they want with my father?" and the genuine concern in her voice startled Lee. "Don't you understand?" she added. "Father hasn't been himself lately. He's sick!"

The young man patted her arm reassuringly. "I'll have to insist that you go home. I'm sure they won't upset your father."

"It's kind of you to say that," replied the girl. "I've always had a terror of policemen. Good-night."

So she left him, walking easily and freely with a sparkle of gallant grace in every movement; and Lee stood looking after her, thinking the thoughts of a young man who has just met a girl who seems to possess all the specifications for becoming *the* girl.

So she was Joan Xavier. What sort of girl, really, was she? And what sort of man was that strange person. her father? And what had they, if anything, to do with the strange series of killings in the full moon which had shocked and terrified the greatest city in the world?

Lee roused himself and turned to the fire-escape again, then gave a cry of angry dismay.

The ladder had swung up out of reach.

Chapter VI

Doctor X Begins His Experiment

Commissioner Stevens was delivering his ultimatum.

"All right! We'll agree to lay off for forty-eight hours. But I give you my word if you don't succeed we'll walk in here, seal every door, place everybody under arrest, take fingerprints, conduct a rigid inspection—and I don't care if the whole world knows it! There have been six murders committed all under the same circumstances and the evidence points here; therefore, unless you can help us, you'll have to submit to a regular investigation."

Doctor Xavier was a picture of reasonable appeal as he faced the other men. "All I want is a chance," he said quietly.

"You've got it for forty-eight hours. Good-night, Doctor."

"Good-night, gentlemen," said Doctor Xavier.

Perhaps Stevens and O'Halloran might have been interested had they seen the Doctor's face as they turned their backs upon him. It became hard, contemptuous, sneering, and he muttered: "Meddling fools!" before swinging round again into his office.

* * *

A young man stood on the steps of Doctor Xavier's residence holding a large bouquet of flowers. His ring brought a maid-servant to the door—a woman in her late thirties, good-natured of manner but plainly distrustful of strangers.

"How do you do?" said the young man. "I'm Mr. Taylor."

"You ain't a reporter, are you?" asked the maid fearfully.

"I should say not! Is Miss Xavier in?"

"What did you want Miss Xavier for?"

"My grandmother sent me."

The maid, perplexed, admitted him, and as he stood waiting in the attractive living room he noticed a portrait of Doctor Xavier, which he proceeded to take out of its frame and pocket. He might need it for the paper later on. Also there was a portrait of Joan, and he was about to take it also when he heard her clear voice behind him.

"I beg your pardon."

Lee turned in confusion. There she was, prettier than ever, and with a mischievous light in her eyes.

"Were you really going to take it?" she asked.

"I certainly was. It's a habit I have—collecting pictures of beautiful

[illegible] and restored the pictures. This girl was evidently a pretty bright customer.

"Just who are you, anyway?" asked Joan, looking straight into his eyes.

He told her, and saw her cheeks mantle with anger. "You deliberately fooled me last night into believing you were an officer."

"All I did was to show you my police press badge."

"I want you to leave this house immediately."

"Honestly," said Lee, "I'm ashamed of myself."

"Will you do as I ask?"

"Please say that again. It's the closest to anything coaxing you've said yet."

But all his charm and blarney would not avail. "Get out!" said Joan furiously. And because in her fury she was not only pretty but something far more precious and intoxicating than that, Lee found himself bereft of words and marched silently out of the house.

But he left the flowers behind him. And as Joan stood alone in the living-room the anger presently left her cheeks, and a smile came slowly and reluctantly to her lips.

* * *

That same day Doctor Xavier and his colleagues all went down to the Doctor's country place at Cliff Manor, on Long Island, where he was to make his great experiment to find the murderer.

Naturally Lee Taylor went too, but not with the others. Concealed behind a tree outside the strange, spooky-looking old house where Doctor Xavier made his retreat far from the madding crowd, he observed the arrival of the interesting people who were to be concerned in the Doctor's strange test. Twilight was falling, and he waited until all was dark before starting toward the house himself.

He felt like a burglar; but he had felt that way before, many times, when engaged upon his journalistic tasks. And he knew that, of all these tasks, none had been so eerie and mysterious, none so fraught with sinister and nameless peril, as that upon which he was now engaged.

And he also knew, somehow, that Joan was menaced. It was not only his duty to his paper that was calling him to gain entrance to this mysterious place. He was very definitely in love.

(To be continued)

DOCTOR "X"

Chapter VII—In the Old House by the Sea

From the Sensational First National Mystery Picture

In the gloomy library Dr. Rowitz found his host waiting for him, with Wells standing nearby nursing his empty sleeve, and Joan by the window, where a gleam of moonlight came through the heavy curtains.

The German scientist bowed stiffly. "You have some interesting experiments to make?"

"Very interesting," replied Doctor Xavier. "I have invited the entire faculty to participate in them."

Rowitz looked sharply at Wells. "You are assisting?"

"Doctor Xavier has been good enough to take me into his confidence."

There was a loud knock at the heavy front door, and Otto, the butler, a noiseless, furtive man with half-veiled eyes, opened it for Professors Haines and Duke.

Haines smiled fawningly upon Doctor Xavier, then took the first opportunity to cross to where Joan was standing. "It's nice to see you again," he said.

An expression of distaste came to the girl's face. "Thank you. You came just in time for me to say good-night." And she moved quickly toward the door, but the man followed her.

"Did you like the flowers?" he asked, pressing close to her when they were alone together in the next room.

"They were nice. But you shouldn't do it."

Haines smiled like a satyr in pursuit of a flying nymph. "I've brought you something you'll enjoy: a very old book of Japanese erotica."

She pushed the volume away. "Thank you—but I never read things like that."

Haines fingered the book suggestively. "The drawings are a little naughty."

He was positively leering at her as Doctor Xavier appeared suddenly from the library, looking grimly at the man as Joan slipped out of the room.

"I thought," said the Doctor, "that we had come to an understanding about this."

Haines's manner had changed utterly as his chief entered. He was now sad, apologetic, an abused and misjudged figure. "I see you still misunderstand me, Doctor," he said resignedly, and returned to the library, with the older man behind him.

Doctor Xavier, with his faculty before him, spoke plainly and directly to them all. "Now that we are all here, gentlemen, I will explain why I sent for you under such unusual circumstances." His voice rose sharply: "We are all under suspicion of murder!"

Ex[illegible] burst from his hearers. The Doctor held up his hand for silence. "I presume all of you are familiar with the recent moon-killer murders which have aroused the public and press to a state of hysteria. Investigation has proven that in every murder the killer made use of a scalpel—a type of scalpel which can only be found in our laboratory. I should prefer to believe everyone in this room innocent; but circumstances force me to assume that one of us is guilty!"

Professor Duke broke out angrily: "But, confound it, Xavier—to bring us away up here on a night like this! Why couldn't you have told us this at the academy?"

"For a very simple reason. I wish to conduct an investigation of my own—quietly."

"But I'm a sick man," snarled Duke.

Doctor Xavier disregarded him. "I want each of you to submit to a pathological test—an experiment I have devised which I hope will prove each and every one of us innocent."

Haines sprang to his feet. "This is insulting! I refuse!"

But here Duke plunged in again "Good! Then the police will give it to you with a rubber hose."

"I consider it a privilege, Doctor," said Rowitz, "to have an opportunity of proving my innocence. I am ready."

"And you, Professor Haines?" asked Doctor Xavier.

"Well, if the others are," sneered Haines. "But it's a lot of nonsense."

"Good!" exclaimed Doctor Xavier quickly. "Suppose you gentlemen go to your rooms and unpack. In ten minutes we shall all meet in the laboratory."

Chapter VIII

Death Strikes Again

Lee Taylor had a hard time getting into the house. It had begun to rain, and when he tried to climb one of the pillars supporting the roof of the porch he found it so slippery that it was quite impossible to reach the top and enter by the second floor. Going around to the side of the house he tried a kitchen window and found it locked.

For a moment he was stumped. The kitchen door, of course, must be locked; no use trying that. But presently he decided to try it just the same. It opened, and with a grin—the grin of the triumphant news detective—he cautiously entered Cliff Manor.

The kitchen was pitch-dark. With his flashlight gleaming intermittently Lee groped his way into a large hallway and presently found himself on the threshold of a large room which, there could be no doubt, was the laboratory of Doctor Xavier.

An eerie place it was, dimly lighted from the ceiling. Directly in the center of the room four chairs had been placed in a row in front of an apparatus of coils, transformers, tubes and plates, surmounted by four large glass thermal tubes, each half filled with a heavy, oily fluid. From this apparatus four wires ran to the four chairs.

A small stage or rostrum was at one side of the room, commanded by heavy electric reflectors from various points. Now, what, thought Lee, could all this mean? And as he was asking himself the question there came a sound of people approaching, and he hid himself quickly in a closet at one side of the room.

Two persons entered—the maid, Mamie, whom he had seen in town when he took the flowers to Joan Xavier, and the butler, Otto, who was carrying a long cape and several objects of women's apparel. Strange? But everything was strange in this morbid place, thought Lee, listening intently.

Mamie was evidently in a state of nerves, and the butler seemed to be taking a fiendish delight in frightening her. "Doesn't this room give you the creeps, Mamie?" he asked with a chuckle.

She shuddered. "The only thing in this room right now that does that, is you!"

Suddenly and silently Doctor Xavier appeared. "Now pay attention, both of you." Lee heard him. "You have the dress, Otto? Mamie will kindly put it on."

"But, Doctor——" quavered Mamie.

"Quiet! You and Otto are going to enact the last murder by the so-called moon killer in front of an audience I have suggested. Otto knows all about it and will instruct you in the part. Your part is that of the scrubwoman—the one who met death last night. Otto will impersonate the killer. Now you both may go behind the stage and get ready."

Unwilling Mamie followed Otto behind the stage a moment before approaching footsteps heralded the arrival of Rowitz, Wells, Haines and Duke, the last hobbling on his crutches as usual.

"Now, gentlemen," said Doctor Xavier, "if you will kindly be seated in these chairs, I will give you a brief idea of my experiment. And with your permission I'll ask Wells to clamp a contact wire to each of your bare arms—my own included."

Amid grumbles and snarls the wires were clamped upon the arms of the seated men. As he completed his task the full moon shone brilliantly through the window of the laboratory. Wells gazed with startled eyes at Doctor Xavier.

"Close those curtains," cried Professor Duke. "That moon's shining right in my face."

"You may close them, Wells," said the Doctor.

Wells obeyed, then snapped on a switch. The room was plunged in darkness, and through the blackness the voice of Doctor Xavier was heard, while the thermal tubes gave out a strange, penetrating glow and the fluid in each tube began pulsing up and down, no two of them the same.

"One of us in this circle," said Doctor Xavier, "may be a murderer! A murderer who kills in the light of a full moon—leaving his victim's body mutilated—a *cannibal!* You are all now connected with the tubes, and I alone know which tube is yours. Your heartbeats are being reflected before you. As the heart beats faster, so does the red liquid begin to pulse and rise until excitement and terror take hold of the subject and the red liquid reaches to the top of the tube. He whose tube does that—is the guilty man!"

The curtains on the stage parted. A dim green light reflected the wax life-like figure of a young girl. It vanished and was followed by the likeness of an old man; then a middle-aged woman; then a young man; then a beautiful child—all the victims of the moon killer.

"And now," came the voice of Doctor Xavier in the darkness, "the last victim. You are to see re-enacted the murder of an old scrubwoman—the killer's latest victim! She is coming home from work. A full moon shines down upon her——"

On the stage appeared Mamie, hobbling along in the dim light. Behind her a weird figure in a black cape and hood appeared. A lunge—a screen from Mamie—and suddenly rose Doctor Xavier's voice: "Look at that one tube! The guilty man is—Doctor Rowitz!"

"The lights!" screamed Duke. "Somebody turn on the lights!"

Suddenly the lights went on. Otto, the butler, was standing by the switch.

On the floor lay a ghastly object—a human figure—its head resting in a pool of blood.

It was Dr. Rowitz.

(To be continued)

"DOCTOR X"

Chapter IX—Terror at Night

From the Sensational First National Mystery Picture

Rowitz was dead. He had been stabbed in the back of the neck; and the little group of startled men bending over him looked at each other wildly.

"Who," asked Doctor Xavier sternly, "was sitting next to Dr. Rowitz?"

Haines's forehead was bathed in perspiration. "I was—but I didn't see anything. I was watching the stage!"

Suddenly he broke off, staring at Professor Duke, who was standing in the center of the room, and who presently began to walk toward the body of Rowitz—without his crutches.

"Duke," cried Doctor Xavier, "you're walking!"

The man stopped, looked down at his feet, and crumpled up on the floor, crying hysterically: "I walked! You saw me! I walked!"

Haines sprang toward him. "You killed him! You can walk! You are the murderer!"

"Quiet, Haines!" said Doctor Xavier sternly. "Don't you know hysteria reaction when you see it?"

The cripple was sobbing like a child. They lifted him into a chair, and then Doctor Xavier turned to the butler, Otto, who was bending over the body of Rowitz. "Come, Otto," he said, "we have got to pull ourselves together."

"Where is Wells?" asked Haines suddenly.

Doctor Xavier, frowning, crossed the room to the hallway and stepped outside to a large insulated cabinet, about twice the size of a telephone booth, connected by electric cables with the apparatus in the laboratory.

He opened the door of the cabinet. On the floor, shuddering and dazed, lay Wells.

The Doctor bent over him. "Wells! What's wrong, man?"

"I don't know." Wells struggled to help himself as the Doctor raised him to his feet. "I was sitting here operating the laboratory reflectors—and everything went black."

"You're bleeding — you've been struck! Come in here!"

And Doctor Xavier led the trembling man into the laboratory. When his wound had been treated the others began to question him—all with suspicion, except Doctor Xavier.

"Are you sure," asked the Doctor, frowning, "that you heard no one approaching the room as we started the test?"

"No one," said Wells, still white and shaken. "After I was struck I heard noth[illegible]ntil you started shouting for the [illegible]

The door[illegible]n, revealing Joan, frighte[illegible]

soothingly, "[illegible]ng is all right. Dr. Rowitz has met with an accident. I wish you would go back to your room."

"He's dead!" said Joan in a low voice.

And at that moment Haines, who had been roaming restlessly around the laboratory, exclaimed: "There's somebody in this closet!" and jerked open the door, revealing the crumpled form of Lee Taylor.

"He was hiding in there!" cried Haines excitedly. "He knows something about this!"

"But who is he?" asked Doctor Xavier.

"He's the young man who was at the house in town today," said Joan, as Otto pressed a flask to Lee's lips.

The eyelids flickered; the eyes opened; and Lee smiled. "I'm all right now."

"What were you doing in that closet?" Haines demanded.

Lee observed him calmly. "Hiding," he replied.

"Who are you?" asked Doctor Xavier gravely.

"Lee Taylor of the Daily World. I'm sorry, but you wouldn't give a fellow a break, so I had to take one."

"You're lying!" cried Haines hoarsely. "You came in here to kill Rowitz!"

But now Lee found an unexpected defender. "Don't be absurd," said Joan, with a toss of her head. "He's telling the truth. He's the newspaper man who printed the story about you, father, yesterday in the World."

"I guess I fainted," said Lee rather sheepishly.

Doctor Xavier was angry. "You are a trespasser. I am going to hand you over to the police."

"That suits me fine. I can 'phone my story in from the police station."

"Why do you have to 'phone in *any* story?" asked the Doctor furiously.

"Because that man there has been murdered and the public has a right to know about it and demand the arrest of the guilty person."

The men glared at him, but once again Joan interrupted. "Father," she said, "let me talk to him. I know he'll listen to reason."

Chapter X

Lee Listens to Reason

They went out together on a terrace overlooking the sea and bathed in the light of the full moon. Joan turned to the young reporter with a charming gesture of appeal.

"Please, Mr. Taylor! You don't have to report to the paper what you have just seen, do you?"

"I'm sorry, but I have got to. I'm working for a newspaper—and I've just seen a murder!"

She clenched her slender hands desperately. "But can't you wait? Give father a chance to find out who's doing it! Aren't we going through enough trouble?"

Lee smiled. "I'll tell you what I'll do: I'll hold up the story and stay if I can eat breakfast with the family in the morning."

"I think that can be arranged," said the girl demurely. "Father usually has his breakfast at seven-thirty."

"And you?"

She flushed. "I'm lazy. I have mine at nine."

"I'm lazy too," said Lee. "Could I have mine at nine too?"

She was forced to smile. "Possibly."

"And will you take me for a swim afterward?"

"If you're so helpless you can't find the water, you have no business in it."

* * *

Later that night Joan awoke, restless and tired from fitful, tormenting dreams in which she saw the body of Rowitz on the laboratory floor and could not banish its hideous presence. She tossed and tried to sleep again, but in vain. At last she rose, put on her slippers and walked out into the hallway. Would the night ever come to an end?

At the head of the stairs she paused and looked down at the floor below where the body of Rowitz was lying. [illegible] was handling [illegible] caused the man [illegible] suddenly and look upward. It was her father.

With a sob Joan ran down the stairway to his side. "Father, oh father, what are you doing here?"

Doctor Xavier was very pale. "I just wanted to make sure that the incision was made with a brain scalpel."

From the shadows stepped Professor Haines, his eyes fixed grimly upon the Doctor.

"And what are you doing down here?" demanded the latter.

"I couldn't sleep. I thought I would come down and take a more thorough look at the body."

"Father," begged Joan, "please go to bed!"

"All right, Joan. You run along, dear. I'll be right up."

Reluctantly she left them; then Haines said quietly: "Doctor, since we retired the body has been—been——"

"Ssh!" said Doctor Xavier quickly. "I know it—but I don't want her to know."

The two men stared at each other in silence for a long time.

* * *

Early next morning came Commissioner Stevens, and the body of Rowitz was removed. The official was drastic and peremptory in manner.

"This absolutely proves the killer is one of your men. I think you'd better let me put a man on the grounds. You'll never know he's around and I'll feel easier."

"I couldn't consider it," said Doctor Xavier. "Every added human around here presents an additional obstacle. Look at this young reporter; I don't know what to do with him."

"The wisest thing you can do is to let him remain. If you send him away now he'll break the story."

"But what am I going to do with him tonight?"

"Let him see the experiment. If it's successful and you trap the murderer, we don't care how many stories he prints. For the present, just keep an eye on him."

"I have instructed my daughter to stay with him all day and not let him get near a 'phone," said Doctor Xavier.

* * *

Joan followed her instructions well; in fact she seemed to enjoy following them. There by the seaside with young Lee Taylor, the horrors of the preceding night seemed very far away. Two young people alone together, with sea and sky about them—it was an idyll of the old world which is always new.

But were they alone? On the cliff above them a man was watching, his face convulsed with rage and hatred. His hand trembled as it rested upon a huge rock on the edge of the cliff. The rock trembled also. With gleaming eyes the man peered over until Lee Taylor moved just beneath him in a straight line; then he deliberately pushed the rock loose.

A scream from Joan startled Lee, and he leaped aside just before the rock crashed to earth.

And Professor Haines stole away from the top of the cliff, unseen.

(To be concluded)

"DOCTOR X"

Chapter XI—Joan Xavier

From the Sensational First National Mystery Picture

Doctor Xavier, called to the telephone, frowned as he heard the voice of Commissioner Stevens at the other end of the line. "Look here, Doctor, I've decided to send an undercover man out there tonight. When you start your tests——"

"There won't be any tests!" the Doctor interrupted angrily. "You've got to give me another twenty-four hours. The woman I've been depending on was taken sick this afternoon and it spoils all my plans. But wait a minute; I'll make some other arrangements. The forty-eight hours aren't up yet! Hold your men off just a little while longer; give me one more chance, please!"

"I'll give you till midnight," said Stevens sternly. "If you haven't got your man by then, I'm going to slap the whole place under arrest."

* * *

"But, Doctor," pleaded Wells, "I still say you are making a mistake, letting Joan in on this experiment."

"Nonsense!" said Doctor Xavier briskly. "She'll be up there on the stage in full view of all of us."

"Murder isn't nonsense!" snarled Professor Duke, the cripple. "We don't know what's going to happen tonight. You must be insane, bringing your daughter into this!"

Doctor Xavier was immovable. "After all, gentlemen, this is my daughter's own suggestion and I have no fear for her safety. She is a sensible girl and knows what she's doing."

"By gad, if she were my daughter she wouldn't lie up there on a bed in nothing but a nightgown," growled Duke, unconvinced. "Just for the sake of some lunatic experiment!"

Haines joined in, with a queer look in his eyes. "Professor Duke, really I'm sure none of us will think ill of the girl because, for the benefit of science, she consents to appear in a state of undress."

"You forget that last night there was a murderer at large in this room," said Wells coldly.

"You can be sure," said Doctor Xavier, "that there will be no one at large in this room tonight." He produced six pairs of police handcuffs. "Each of you will be handcuffed to your chair and you will notice that each chair has been bolted to the floor. I intend to be handcuffed also. This will assure us that no man can harm another and there cannot possibly be a repetition of last night's tragedy."

He handed the handcuffs to Wells, who fastened them on the wrists of the Doctor, Duke and Haines.

* * *

[illegible]t was a clear night again, with a [illegible] were proceeding for Doctor Xavier's new experiment, Joan Xavier was preparing behind the stage to play the part she had volunteered to play. Otto, the butler, was helping her.

"Are you afraid, Miss Joan?" he asked, observing her through his half-veiled eyes.

"There is only one thing I am afraid of, Otto. It's father's health; he has been working so hard, and he has been so strange lately."

The mind will only stand so much," said Otto. And presently he added: "We're all a little strange."

"That's why I want to get father away from all this. He needs a long rest, and he has promised that as soon as it's over he will go abroad with me. There isn't any experiment I wouldn't submit to if it would make father himself again."

She spoke calmly and clearly, but fear was in her eyes. Otto watched her keenly.

* * *

The three scientists were handcuffed. In the thermal tubes the fluid was already beginning to rise and fall.

Suddenly Professor Duke spoke up sharply: "Doctor, has it ever occurred to you that Wells is free to do as he pleases?"

"I have guarded against that also," said the Doctor quietly. "Otto!"

The butler appeared.

"Lock and bolt all the doors!"

Otto obeyed the order. Professor Wells had already passed out to the control cabinet. Through the hallway window the round moon was shining.

For a moment Wells stared up at the moon. His eyes glazed; his neck stiffened. Then he entered the cabinet and fingered the buzzing controls with his single hand. And then, opening a small casket, he took out another hand—a human hand with a flesh-like sleeve, and fitted it over the stump of his left wrist.

The quick clamping of two wires, one to the thumb of the ghastly hand and the other to the little finger—then the switch of the rheostat was thrown—and, while Wells writhed in agony, the pallor of the left hand vanished; it moved freely and easily.

It lived!

Chapter XII

The Terrible Solution

Wheeled on the stage by Otto, Joan lay white and still on the bed where she was to impersonate the moon killer's victim. Otto, returning behind the curtains, donned the long black cape and hood—his costume as the portrayer of the unknown criminal. A grim smile was on his face.

He was still smiling when two hands clutched his throat from behind, mercilessly, in an iron grasp. And as he sank limply to the floor in the grip of those terrible hands his face was contorted into a sickening grin.

In perfect silence Wells, his eyes alight with madness, himself put on the cape and hood.

As he stepped out on the stage Doctor Xavier's voice came through the darkness: "—When suddenly the moon killer appears! He crosses softly to his victim——"

The black shape crossed the stage to where Joan was lying. Her eyes were closed, but at the stealthy sound of his approach she looked up, and a fearful scream burst from her. "Father! Oh, father—help!"

Cries of helpless terror burst from the manacled men.

"Fight him off, Joan!" cried Doctor Xavier. "Fight him off! Wells! Where *is* Wells?"

And then came a wild laugh from the black figure on the stage. "You idiots—calling for Wells! That won't do you any good!"

"It *is* Wells!" cried Doctor Xavier in a choking voice.

"Yes, it is Wells! But a Wells whose name will live forever in the history of science!"

"The hand!" screamed Haines hysterically. "Look at his hand!"

A screech of triumph from the [illegible] man as he waved his left [illegible] unliving

[illegible] fles[illegible]—synthetic flesh! For ten years I have been searching to find the secret, and now I've found it! Do you think I went to Africa to study cannibalism? I went there to get samples of the human flesh that the natives eat! That flesh showed me how to manufacture arms—legs—faces that are human! I'll make a crippled world whole again! Doctor Xavier, your name will be remembered; you have given your life, everything, to science—all but one thing. And now you are going to give even that to science—*your daughter!*"

And he seized Joan's throat with both hands.

But a figure loomed from the back of the stage, and with a beast-like snarl Wells grappled with Lee Taylor.

It was a desperate struggle. To and fro they reeled, and at last with superhuman strength Wells lifted the younger man and hurled him against the wall with a crash, then leaped forward to finish him.

But suddenly, with a wild scream of terror, Wells turned and fled. Lee rose and followed as the madman unlocked the door and sped down the hallway. A burning oil lamp caught Lee's eye, even in his haste, and he picked it up and hurled it after the fleeing shape. It struck Wells squarely in the back and burst into flame, and with a yell of agony the moon killer sprang through the window at the end of the hall and fell far, far into the darkness, a human torch.

"Where did he go?" asked Doctor Xavier, trembling and unmanned, as Lee unlocked the handcuffs and freed him and the other men. Joan was sobbing.

"Don't let him come back!" moaned Haines. "Lock the door and keep him out!"

"Calm down," said Lee. "It's all over. He won't *ever* come back."

He led the way to the window from which Wells had leaped. Far below on the rocks by the sea a flame was still burning—still consuming the remains of the moon killer.

And then, like a good reporter, Lee Taylor rushed for a telephone. "—And give Doctor X full credit for trapping him," he said, after outlining the amazing events of the evening. "And, Murph, give this to the society editor."

Joan was at his side now. "It is rumored that upon her return from Europe Miss Joan Xavier will have an important announcement to make concerning a prominent and promising young newspaper man. So-long, you old sock!"

His arm was around her.

There was no argument from Joan, nor from Doctor Xavier.

"But tell me just one thing," said the girl. "What in the world did you ever do to make that terrible monster let go of you and run out of the room?"

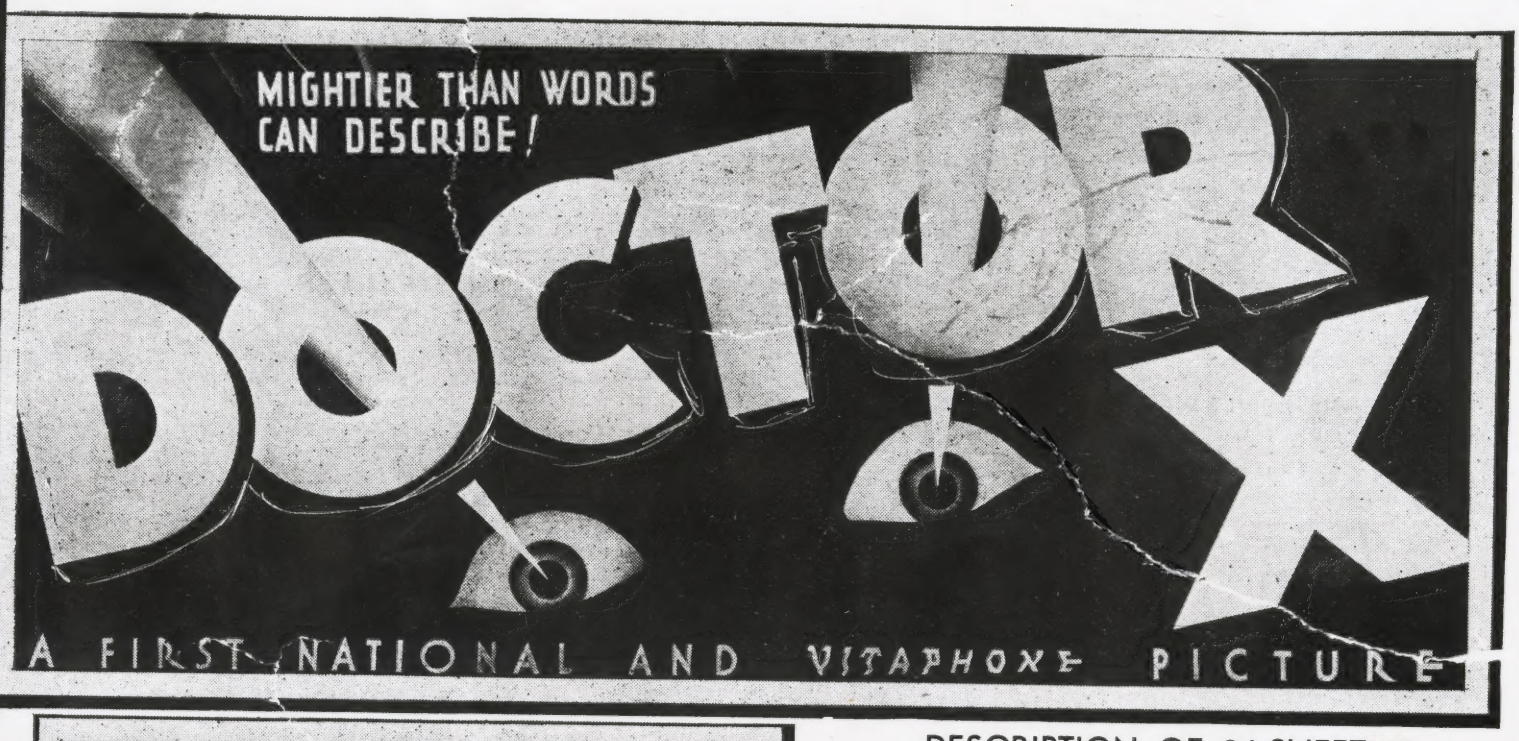
Lee grinned. "That was simple." He touched her, and a handshake buzzer made her jump.

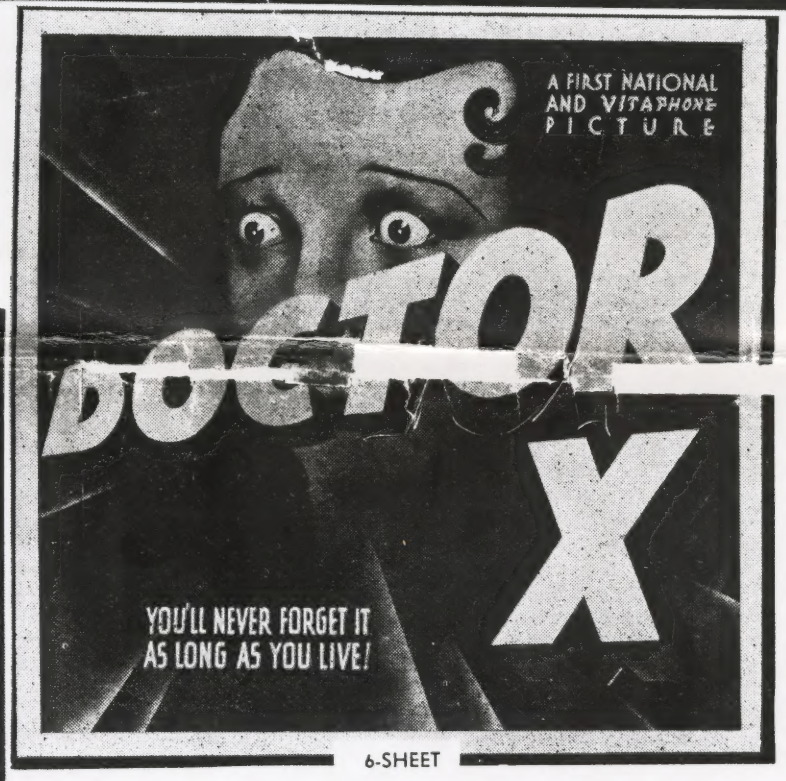
So that was that.

The End

I'LL LEAVE YOU WITH THESE STRIKING ACCESSORIES POSTERS THAT SELL THE PICTURE'S IMPORTANCE!

INSERT CARD



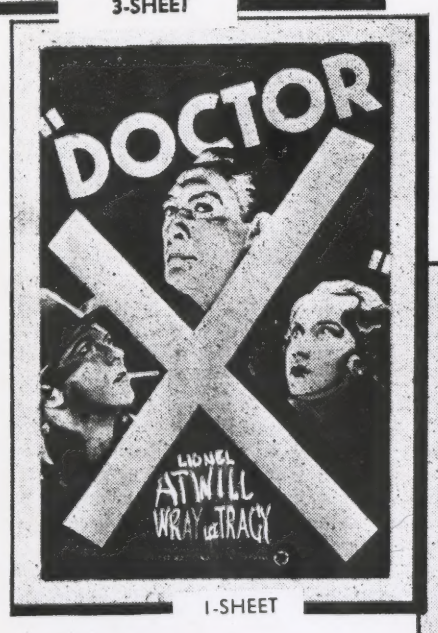


6-SHEET

DESCRIPTION OF 24-SHEET:

This 24-sheet is one of the most striking you've ever posted on your boards. The entire background is dark blue; the title light green and yellow with a purple shadow; the catchline green and the First National line light purple. The eyes are painted in magenta and the rays are bright yellow.

3-SHEET



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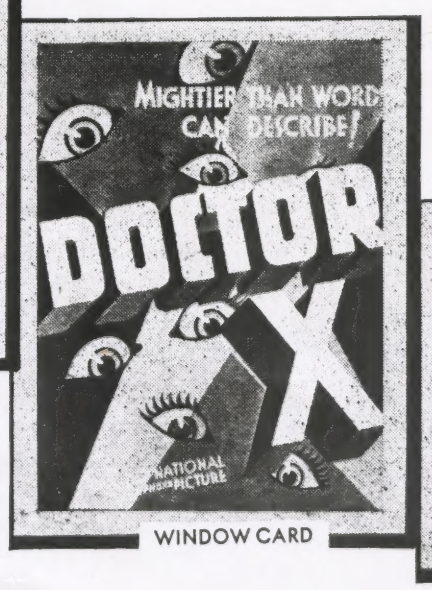
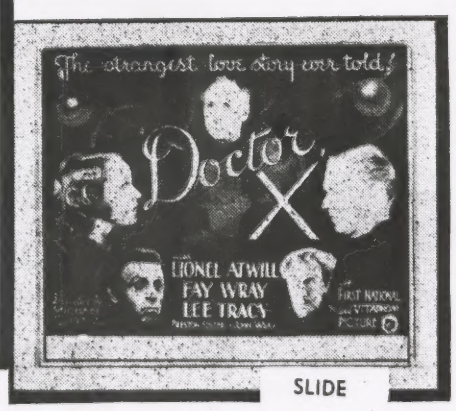


WINDOW CARD



SLIDE

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